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ABSTRACT

Results are presented of an analytical study of journalism instruction in Alabama junior colleges, senior colleges and universities, State junior colleges in neighboring States; of student publications, their staffs and advisors on all Alabama campuses; and of regional and national norms for junior college journalism education as a pattern for definition of goals in Alabama. Questionnaires on journalism instruction were mailed to the 21 public and private junior colleges and to the 29 public and private senior colleges and universities in Alabama. The same questionnaire was sent to the State-supported junior colleges in the four adjacent states of Florida, Georgia, Mississippi, and Tennessee. A second questionnaire on student publications was sent to all junior and senior institutions in Alabama. All Alabama institutions responded to the first questionnaire, and all Alabama junior colleges and 24 of the senior institutions responded to the second questionnaire. Sixty tables present the response data. Results of the study, which relate to journalism programs in Alabama junior colleges only, show that junior college journalism education in Alabama is virtually non-existent. Of the 21 junior colleges, only 5 identified journalism as a course of instruction. Student publication production is, in every case, related to classwork. Only one school has more than one course identified in the catalogue, and in only one of the 5 colleges is the journalism instructor educated primarily in journalism. A number of recommendations are made with respect to State-wide definition, journalism curriculum initiation, journalism curriculum, faculty, and "terminal" courses. An appendix presents a resolution of the Junior College Journalism Association. (DB)

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JUNIOR COLLEGE JOURNALISM IN ALABAMA, PRESENT AND FUTURE

With a Related Survey of Journalism Education in Alabama Senior Colleges and Universities

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LeRoy Brown
State Superintendent of Education

March 16, 1971

LETTER OF TRANSMITTAL:

This document is the product of several months' study, research, and writing, with respect to the potential for journalism instruction in Alabama junior colleges.

The author, Dr. Frank Deaver, has had considerable experience in curriculum development and instructional definitions for junior college journalism both in another state and at the level of national organizations. Currently, he is Regional Chairman for a junior college journalism association in five southeastern states and Chairman of the organization's certification committee.

This study merits careful evaluation, both by administrators of junior colleges in Alabama and others concerned with journalism education in our State. The conclusions and recommendations are exclusively those of the author.

Those who read the report are invited to address their comments or questions to the author.

Yours sincerely,

LeRoy Brown

LeRoy Brown
State Superintendent of Education

LB/mp

JUNIOR COLLEGE JOURNALISM IN ALABAMA,

PRESENT AND FUTURE

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Chapter 1

INTRODUCTION

The phenomenon of growth in higher education is a well-established fact. At the forefront of growth, however, is a faster than average rate of increase in two particular areas: (1) Students enrolled in journalism and (2) students enrolled in junior colleges. The inevitable result of these parallel circumstances is the rapidly emerging necessity of defining an area of journalism instruction appropriate to the two-year schools, and the place of such instruction in the degree program of students who will transfer to senior institutions for completion of a major or minor in journalism.

In many junior colleges journalism has emerged in a haphazard and unplanned manner and has resulted in unhappy relationships between sister institutions as well as between institution and student. A fairly typical example is as follows: A junior college offers no academic instruction in journalism, but its students, faculty, and administrators want a campus newspaper and perhaps a yearbook or magazine. Experience with volunteer staffs proves to be less than ideal, so as a means of obligating students to staff work, a catalog entry is written to describe a journalism class which may consist of nothing more than staff work on one or more of the student publications. A faculty member whose qualifications may consist only of a light load in other academic areas and a willing nature is designated as not only publications advisor but as journalism teacher as well. Thus students are given academic credit for a scheduled period of more or less directed activity, but often without formal instruction, without a text, and without a professionally qualified teacher. The seriousness of this travesty is revealed when students transfer to a senior institution and are found to be incapable of coping with advanced courses for which they assumedly have the prerequisites.

Agonizing reappraisal has thus been forced on junior college administrators in many states where this unhappy situation has already erupted into open controversy. In California where junior colleges are more numerous than in any other state, senior institutions reacted to a proliferation of junior college journalism offerings with a dictatorial refusal to accept any journalism credits from two-year schools. Junior colleges responded by increasing their journalism offerings to as much as thirty-six semester hours. In such open feuding neither institution suffers as do student journalists who are caught in the middle of the controversy. In several other states, such as Texas, Wisconsin, Florida, Oklahoma, New York, and New Jersey, variations of the conflict have also taken place, but in these latter cases with somewhat less traumatic results.

Table 1 illustrates the scope of journalism instruction in Alabama as compared with three other states: California, Florida, and Texas. These three states were chosen because of their national leadership, both in public junior colleges and in junior college journalism. As is shown in the table, approximately three-fourths of the public junior colleges in those three states teach some journalism, while 65% of their junior colleges offer more than one course in journalism. By comparison, of Alabama's 17 public junior colleges, less than one-fourth offer any instruction in journalism, and only one (6%) offers more than a single course. Furthermore, almost half (43%) of the junior colleges in the three other states teach at least four courses in journalism, while in Alabama there is not a single junior college which teaches more than two courses of journalism.

Alabama thus stands at the threshold of new developments in the junior college journalism field. It should be possible for the state's junior and senior institutions to profit from the experiences of others, and cooperatively to develop a state-wide program that will be mutually beneficial to institutions at both levels, and most of all beneficial to the journalism students of the state.

Purpose and Procedure

It is the intention of this study to carefully define the scope of junior college journalism instruction in Alabama; to define also the scope of student publication activities in Alabama junior colleges as a means of revealing potential for journalism instruction on those campuses; to define also the scope of journalism instruction and student publications activities in senior colleges and universities of Alabama, as a means of illustrating transfer opportunities in journalism for students in Alabama junior colleges; to define the scope of journalism activities in state junior colleges of the four surrounding states (Florida, Georgia, Mississippi, and Tennessee), as a basis for regional comparison; and to propose ideals of curriculum development and teacher qualifications for junior college journalism in Alabama.

Questionnaires on journalism instruction were mailed to the 21 public and private junior colleges and to the 29 public and private senior colleges and universities in Alabama. Response from all of these schools provides 100% coverage of these aspects of this study. The same questionnaire was sent to the state supported junior colleges in the four adjacent states of Florida, Georgia, Mississippi, and Tennessee. No second contacts were made with those schools which failed to respond, and therefore the returns from out of state are incomplete and can only be assumed to be representative. A second mailing to all junior and senior institutions in Alabama sought responses to a questionnaire on student publications. Again, responses were received from all 21 junior colleges, thus providing 100% coverage for this aspect of the study. All but five of the senior institutions responded to the student publications questionnaire, and of the five non-respondents, only one (Tuskegee) offers any instruction in journalism.

PUBLIC JUNIOR COLLEGES IN FOUR STATES

TABLE 1

COMPARING JOURNALISM INSTRUCTION IN ALABAMA WITH THAT IN CALIFORNIA, FLORIDA, AND TEXAS

State	(1) No. Public Junior Colleges	(2) No. Teaching Journalism	% of Col. 1	(3) More than One Course	% of Col. 1	(4) Four or more courses	% of Col. 1
California	87	69	79%	65	75%	50	57%
Florida	27	22	81%	15	56%	3	11%
Texas	42	23	55%	21	50%	14	33%
TOTALS, 3 States	156	114	73%	101	65%	67	43%
Alabama	17	4	24%	1	6%	0	0%

The excellent response to questionnaires thus provides total coverage of journalism instruction in Alabama and virtually complete coverage of student publications characteristics in institutions of higher education in Alabama. Questionnaires were returned during the summer and early fall of 1970, and therefore most responses are as of the academic year 1969-1970. Enrollment figures, however, were acquired from the State Department of Education after the fall term enrollments of 1970, and are so identified. In instances where school responses indicated anticipated changes in the fall of 1970, an effort was made to acquire current data and amend the questionnaires accordingly.

Rationale for Junior College Journalism

The teaching of journalism at the junior college level has proven to be an inevitable trend where junior colleges have been longer established. The trend will undoubtedly extend itself to include those junior colleges which are both younger in institutional life and smaller in terms of enrollment. Several reasons contribute to the expanding interest in such a curriculum:

(1) The national popularity of journalism courses cannot help but extend itself to every campus with a liberal arts curriculum.

(2) Journalism is viewed by a large number of students as the most likely avenue available to them for providing a means by which their ideas and desires may be projected to both a student and adult audience.

(3) Expanded job opportunities both with the mass communications media and in more specialized forms of communication proved a vocational attraction to college young people.

(4) The traditional popularity of student publications on campuses suggests the practical usefulness of employing academic journalism as a recruiting agency for student publications staff members. (While this motive is not academically defensible it can be asserted that combining instruction with production can be an effective tool of recruitment for the discipline). For whatever reason or combination of reasons, the fact is that journalism has been and is growing in importance as an academic offering at the freshman and sophomore levels in colleges and universities.

The teaching of journalism at the junior college level should be designed to fill any one or a combination of three student needs:

(1) For the journalism major or minor, courses paralleling the first two years of required courses at the senior college or university to which he will transfer.

(2) For the non-transfer student, subject matter sufficient to equip him for employment by certain of the media in tasks of limited demands.

(3) For the student of any other major, a one or two semester survey of technique which can strengthen his ability to compose information and express himself clearly and concisely in his own discipline.

Not only producers of mass communication, but also intelligent consumers of media content, must be increasingly skilled in the intelligent use of the media in a local, national, and world society that is becoming increasingly complex.

Because the mass media provide, in the words of E. W. Scripps, "The greatest schoolroom in American society," the urgency of fair, accurate, and responsible news writing cannot be overemphasized. Writing of trustworthy quality simply is not the product of untrained or even half-trained journalists.

The burden for journalistic instruction of high quality is increasingly falling upon the two-year colleges because of the trends of their enrollment and the likelihood that trend will continue. In their first two years of collegiate study, a large number of students are strongly influenced and motivated in their choice of a major field of study and of their life-time vocation. If they are not offered the alternative of journalistic study, or if that alternative is of dubious quality and challenge, many talented and aspiring journalists may alternately elect another field of study and, as a result, as their life-time vocation.

CHAPTER 2

REVIEW OF RELATED STUDIES

A great deal of study has been given in the last several years to the role of journalism in junior colleges across the nation. Several significant studies are mentioned here for reference.

(1) Texas and Florida, both of which are characterized by a large number of junior colleges, have done extensive work in attempting to define the role of junior college journalism within their own states. In both cases there has been considerable success, but in both cases the efforts were tardily begun only after controversy had erupted over transfer of journalism credits.

(2) State-wide committee meetings and seminars in Oklahoma and New Jersey have had happier results through the developing of pre-confrontation definitions with respect to course offerings, teacher qualifications, minimum facilities requirements, and transfer guarantees.

(3) The Newspaper Fund, Inc., an educational foundation of the Dow Jones Company, underwrote two successive seminars for junior college journalism teachers in the summers of 1967 and 1968. A total of fifty-one teachers and advisors from twenty-five states were involved in these "think sessions." Paramount in their concern were such subjects as development of a junior college journalism curriculum, maintenance of quality academic instruction parallel to the assigned task of producing student publications, upgrading and maintaining professional qualities in junior college journalism teachers, and developing good working relationships with other institutions of higher education. The proceedings of these two seminars, while not published for general distribution, are in the possession of the author of this paper who was employed as an instructor for both seminars.

(4) From these junior college journalism seminars came the establishment of a nation-wide organization for junior college journalism teachers. The Junior College Journalism Association (JCJA), now in its fourth year of existence, has not only grown rapidly but has achieved the high professional status of an affiliate with the Association for Education in Journalism (AEJ). As the single most active nation-wide voice for junior college journalism, the JCJA has provided a number of resolutions on curricula, faculty, and transferability of credits. It has made available a collection of syllabi of journalism courses most commonly found at the junior college level. Through its national conventions held in conjunction with those of the AEJ, it provides for increased and more meaningful dialogue with journalism colleagues at degree-granting institutions. It further provides a climate for improved relations with administrators at all academic levels, with student organizations and student bodies, and with the lay community.

(5) The Association for Education in Journalism has not only made it possible for the Junior College Journalism Association to become its affiliate; they have also welcomed junior college journalists at their annual conventions, included them on their national committees, and made them participants in some of their programs. Thus, through AEJ junior college journalists may find what is possibly the most effective way of establishing happy and mutually beneficial relationships with their senior institution colleagues.

(6) In an attempt to establish both cooperation and definition, two other affiliates of the Association for Education in Journalism have conducted extensive surveys with respect to different aspects of junior college journalism offerings. The American Society of Journalism School Administrators (ASJSA) reported in August of 1969 its findings based on responses from 300 junior colleges in 47 states. The report is concerned with transfer and terminal offerings, with curriculum and course content, and with the professional preparation of junior college journalism teachers. The American Council on Education for Journalism (ACEJ) was concerned in greater detail with definition of ideals for a transferable curriculum in junior college journalism. The concern of the ACEJ survey was with junior college journalism courses appropriate to the first two years and with definitions of conditions under which junior college journalism credits should be freely transferable to a four-year institution. The ACEJ survey was also concerned with qualifications of the journalism teacher at the junior college level and with the granting of journalism credit for staff work on student publications.

(7) The Associated Collegiate Press (ACP) and its affiliate, National Council of College Publications Advisors (NCCPA), three years ago took note of the rise of junior college journalism and junior college student publications. In their past three national conventions they have included on their program specific sessions for participants interested in junior college journalism. The author of this paper was in charge of the initial junior college division of the NCCPA program at their convention in November, 1968, in New York City. The organization has also created an office of Vice President for two-year colleges.

(8) The Journalism Careers Committee of Sigma Delta Chi (professional journalistic society) has within the past two years initiated careers counseling for junior college journalism students. Committee chairman, Paul Swensson, speaking to senior college and university journalism educators, predicted that by 1975 their enrollments in journalism would double and that "the majority of incoming students are going to arrive from junior colleges." The report of the Sigma Delta Chi Journalism Careers Committee takes note of counseling needs for students who will seek employment after not more than a two-year program as well as for those who will transfer to a senior institution in pursuit of a degree with a major in journalism. The author of this paper was a member of the Journalism Careers Committee and served as chairman of the subcommittee for junior college careers' counseling.

(9) The National Newspaper Association through its executive vice-president, Theodore Serrill, has recognized the potential of junior college

journalism instruction as a means of attracting and educating young people for the many job opportunities on the nation's newspapers. The National Newspaper Association has participated on the programs of junior college journalism seminars and in the convention programs of JCJA. It assisted financially in the establishing of the JCJA.

(10). A study of journalism education at all institutions of higher education was conducted last year by Dr. Paul V. Peterson of the School of Journalism, Ohio State University. In a survey of 2,313 colleges and universities, Dr. Peterson found that some form of journalism instruction was offerd during the previous academic year in 1,147 institutions of higher education. His report subdivides the list of schools to identify junior colleges and further subdivides the list by states. From the personal knowledge of this author there are some errors in Dr. Peterson's report, but his findings are nonetheless very revealing.

(11) In addition to all of the organizational and institutional interests displayed in junior college journalism, a large number of individual studies have been undertaken, both by journalism faculty members at senior and junior institutions and by graduate students in the form of theses and dissertations. Five articles have appeared in Journalism Quarterly since 1965 on the subject of junior college journalism. Studies of an official or semi-official nature have been undertaken by journalism faculty members in institutions in California, Texas, and Florida. Among the many theses dealing with junior college journalism is a rather definitive study completed in May of 1969. It compares and evaluates the junior college journalism curricula of sixteen schools in eleven states.

CHAPTER 3

JOURNALISM CURRICULA IN JUNIOR COLLEGES

Development of a journalism curriculum in junior colleges has more often than not been an accidental and haphazard evolution. The states in which junior colleges are most numerous are commonly also the states in which journalism programs in junior colleges are best developed. This is not to say that their development is either uniform or of commendable quality. Some of the more outstanding examples may serve as an efficient springboard for the development of a more carefully planned journalism curriculum for Alabama junior colleges.

Appropriate Subject Matter

A study completed in 1969 by the American Society of Journalism School Administrators tabulated responses from 350 junior colleges with at least one response from all except three of the 50 states. The response indicated that 244 of the 350 junior colleges replying offered some sort of journalism instruction. In all cases it was indicated that credits offered in journalism were intended to be transferable to senior colleges for application to a degree program. However, "a significant proportion" (the exact number is not indicated) reported that the primary purpose of their instruction in journalism is to produce student publications. (It was further noted by the ASJSA report that "journalism programs recognized as superior operate on the assumption that publications are a by-product, not a purpose.")

From the ASJSA study, 89 of 350 reporting junior colleges indicate that they teach four or more credit courses in journalism. A total of 191 out of 350 offer more than a single course in journalism.

Further analysis of the ASJSA study reveals the courses most commonly taught in junior colleges across the nation. The course appearing most frequently is Reporting and Newswriting, with 254 such courses taught by the 350 reporting junior colleges. The second most popular course (145 courses) is Introduction to Mass Communications. In third place is Photography (64 courses), and in fourth place is Editing (61 courses). These four are by far the most popular courses offered in journalism; no other course is offered by as many as 20 junior colleges of the 350 respondents.

In several states, as well as at the national level, some attempt has been made on several occasions to define a curriculum in journalism appropriate to the first two years of collegiate study. As a single example of such a definition within one state, the Publications Advisors of Texas Junior Colleges adopted in annual convention October 17, 1967, a recommendation that there be defined at the state level a core curriculum in junior college journalism consisting of a maximum of 12 semester hours credit. Nine of these credit hours, the recommendation said, "should be

in areas of introduction to mass communication, reporting and news writing, and news editing." The recommendation further suggested that each junior college should then have the option of offering an additional three-hour course in a related area, such as photography, advertising, or an additional course in reporting or editing. The recommendation was unanimously approved by representatives of 26 junior colleges in Texas. The recommendation was then submitted to the Coordinating Board, Texas College and University System, for its consideration in a comprehensive proposal for journalism education in the state.

The Coordinating Board modified the Texas Junior Colleges' recommendation by asserting that each junior college should be permitted to offer six semester hours credit in organized courses in journalism. (The emphasis on organized courses was enlarged upon to exclude credits for publications staff activity.) The Coordinating Board further stipulated that these six hours were to be equally divided between courses in introduction to mass communications and news reporting and writing. It was further provided that selected junior colleges should be permitted to offer two additional courses but with the stipulation that these additional courses should be in the areas of news writing and reporting, news editing, advertising, and photography.

The Junior College Journalism Association meeting in annual convention with the Association for Education in Journalism at the University of Kansas, August, 1968, adopted a resolution which asserted a similar concept of junior college journalism instruction. The JCJA resolution proposed the development of from six to twelve semester hours or the equivalent in quarter hours of junior college journalism courses coordinated in subject matter with those offered in the first two years of four-year colleges or universities in the geographic area.

Further, the second annual Junior College Journalism Seminar sponsored by the Newspaper Fund, Inc., at the University of Texas in June, 1968, addressed itself collectively to the subject of journalism curriculum for the junior colleges. Seminar members, journalism teachers from 23 junior colleges in 13 states, agreed that nine semester hours in journalism are generally acceptable for transfer to senior institutions. It was also generally agreed that subject matter appropriate for these nine semester hours usually is limited to (1) Introduction to Mass Communication, (2) Reporting, and (3) Editing. The seminarians proceeded to outline three semesters of study in these subject areas, but they recognized that implementation of such a curriculum must be locally and regionally subject to area needs and transfer considerations.

Transfer Considerations

Nationally and historically, junior college journalism instruction has been limited to only a few of the larger of the two-year schools. In recent years, however, with the growth of both the junior college system and the popularity of journalism as an academic subject, it has increasingly become a catalog course. Unfortunately, the quality of the curriculum seems not to have kept pace with the enlargement of course offerings and their catalog descriptions.

Lester Benz, writing for Journalism Quarterly after mail questionnaires were sent to a large number of the two-year schools, asserted that in many junior colleges the purpose of journalism courses was only to staff the school publications. Junior college people took vigorous exception to what they thought too sweeping an indictment, but in far too many cases what Benz said is entirely the case. Journalism departments in senior institutions have noted that junior college transfers, some having up to 12 hours credited to them in journalism, still lack the knowledge that should be associated with those hours of transcript credit. On other investigations, they have on many occasions noted that junior college teachers of journalism are often revealed to have little or no formal training in the field and that they owe primary allegiance to another teaching discipline. They note also that junior college publications are testimony of limited journalism instruction and that junior college budgets for journalism often reveal pitifully inadequate funding.

In the light of these observations, it becomes quite understandable that a university's journalism department may seek to protect itself and its degree program by rejecting some or all junior college journalism credits as satisfying degree requirements for a major. The task of separating valid from worthless credits is an impossible one.

On the other hand, it can be argued quite logically that junior college journalism curricula can and often do equal those of many senior colleges at the first two-year level. Typically smaller classes and a two-year curriculum enable the junior college journalism student to more quickly become a functioning part of publications staffs where he may gain practical experience (if it may be assumed that this experience is preceded by instruction of high academic quality).

It should also be pointed out that students in their freshman and sophomore years are anxious to identify with a major field of study. If they are denied access to journalism until their junior year, it is likely that a percentage of them will in the meantime have been lost to another discipline.

Terminal Programs

As junior colleges have grown in both number and size, certain typical characteristics emerge. Among them are (1) an "open admissions" policy which allows enrollment by any person with a high school diploma (and in many instances by those without a high school diploma); and (2) an emphasis upon "terminal" courses of study, i.e., curricula intended not for transfer to a degree-granting insitution, but rather for specific job preparation within a two-year course. These characteristics combine to suggest that a high percentage of junior college students will not transfer to a senior institution for completion of a degree program. According to State Board of Education figures, only about 20 per cent of students who enroll in Alabama junior colleges will transfer to a senior institution for any additional study and, of course, not all of these will complete a degree program. Curriculum planning at the junior college, therefore, must be simultaneously and dually concerned with both the degree-bound student who will continue at a senior institution and

the so-called terminal student who plans to enter the job market after not more than a two-year instructional program. Some programs of study fall naturally into the "transfer" or "terminal" categories. Other disciplines, journalism included, have been tested in first one and then the other of these categories or have been offered in both simultaneously with a student option as to his own enrollment.

Some pressure for terminal programs in journalism has been initiated and perpetuated in various states by local or regional representatives of the mass media. Typically it is the small weekly newspaper or the small local radio or television station which is willing to hire a journalist with the limited training of a two-year program. Comparatively lower pay scales commonly generate unrest and disappontment among such employees and thus a high turnover of employment. An extensive study made in California in 1967-68 by the Journalism Association of Junior Colleges and the California Newspaper Publishers' Association revealed some stated willingness on the part of daily and weekly newspapers to hire persons with less than four-year degrees in journalism. However, the number of such opportunities was found to be small, the pay scale low, the job assignments unattractive, and opportunities for advancement very limited. It was concluded that there was little reason to build up or promote terminal courses in journalism in California's junior colleges "unless there are compelling local reasons which transcend the basic picture provided by the survey."

The 1969 study of junior college journalism by the ASJSA found that only 15 percent of junior colleges report that they have any sort of terminal program in journalism, and many of these list the same courses for both the terminal and transfer programs. The study earlier revealed the same preference order of course offerings. The most commonly offered course in programs identified as terminal was reporting and writing; the next most commonly offered course was found to be introduction to mass communications; and photography and editing are next most commonly offered. No other courses, in reported terminal programs, even approach these four in popularity.

Curriculum building in both transfer and terminal journalism programs is typically by different groups of people; yet the results are strikingly similar. For the first two years of a degree program, journalism educators typically and commonly define approximately the following sequence of courses: English, four semesters; history and government (or another social science), four semesters; natural science, two semesters; math, two semesters; introductory journalism courses, two to four semesters; and electives to provide for specialization in an area of interest or for beginning courses in a minor. A terminal program in journalism based upon the typically stated desires of prospective employers in the media commonly includes the following: English, four semesters; history and government (or another social science), four semesters; natural science, two semesters; math, two semesters; introductory journalism courses, two to four semesters; and electives to provide for specialization in an area of interest or for beginning courses in a minor. It is obviously assumed by prospective employers that terminal students in journalism should have a good grounding in English,

a basic knowledge of the social sciences, some acquaintance with science and math, and a number of introductory courses in journalism. The only significant differences to be noted are in the area of options. The terminal program would commonly encourage students to take additional journalism courses or related skills courses, such as typing and other business courses.

Many of the two-year schools have initiated journalism curricula identified as terminal, but have shortly abandoned the dual system as being unnecessary and duplicatory.

Journalism is not just a skills course, although skills are involved. It is not just a manipulative course, although manipulations must be learned. It is not just a vocational course, although a vocation with the media is typically envisioned as a goal. The responsibility and professional competence expected of a journalist ultimately demand more than a "skills" approach to his education. One junior college in California, which experimented with a terminal program and then abandoned it, now states as its policy, "We discourage terminal approaches because the journalist must be well educated if he is to help society significantly."

Still it must be assumed that a portion of those who enroll in a journalism curriculum will not complete a degree program, but will seek employment with the media after some limited education. At whatever point a student may choose to "terminate" his formal education and seek employment, he should have some degree of competence with which to present himself to the media for employment. He should take with him, however, the full knowledge that his preparation is sufficient only up to a certain point and that his compensation and potential for advancement will similarly be limited.

There is no practical need for junior colleges to distinguish between academic and terminal programs in journalism. Offering the same progression of courses for those interested in journalism, the two-year institution will provide equally for the degree-bound student and for the one who will seek employment after one or two years' study. At whatever point a student ceases his formal study to seek employment with the media, his course content to that point should have been the same as the degree-bound student; his credits should be equally transferable should he later choose to go on to a senior institution; and his work to that point should in no sense be "terminal" if he should later choose to use it as a base for additional educational pursuits.

Teacher Qualifications and Load

When journalism department heads in senior institutions discuss junior college journalism transfers, they inevitably complain that junior college journalism teachers are ill-prepared, overloaded, or both. Unfortunately, the complaint is typically true.

National studies of junior college journalism instruction reveal that the vast majority of journalism teachers in the two-year institutions have their highest degree from a field other than journalism; that all too

frequently they have no academic training or media experience to prepare them for teaching journalism; that they commonly also teach in other academic departments; and that they commonly are assigned non-teaching duties which demand a great deal of their time and for which there is no corresponding reduction in their teaching load.

All too often, these problems are rooted in an administrative view of journalism as being primarily related to school publications rather than to academic instruction. Too often a faculty member is assigned the task of publications sponsorship based solely on comparative size of teaching loads and with no consideration of personal preparation or interest. Because of insufficient volunteer staffs for publication of a purely extracurricular newspaper and yearbook, courses are defined in name and description alone, giving allegedly academic credit to staff members. If then, the faculty member tries to validate the catalogue description with adequate academic instruction, he finds himself hopelessly overloaded and cannot do a satisfactory job either in teaching or in sponsoring publications. In addition, administrators frequently think it reasonable to also assign the publications advisor additional duties in school publicity, public relations, photography, catalogue and brochures preparation, and sponsorship of related student clubs and activities. It is not uncommon, therefore, to find the junior college journalism teacher and publications advisor to be the most overloaded staff member on campus.

In other academic disciplines, English as an example, consideration is given to the large volume of student writing which must be carefully read and evaluated. This is particularly relevant also in journalism courses, although administrators are typically unaware of this.

At a seminar of junior college journalism teachers, including 24 participants from 14 states, a resolution on journalism teacher workloads was unanimously adopted and recommended to the Junior College Journalism Association, which also adopted the resolution. It proposes that the combined duties of journalism teachers and advisors should not exceed the average teaching load on the same campus, and in no case more than a 12 semester hour load or its equivalent. It was further specified that advisorship to any student publication should be considered the equivalent of at least one 3-semester hour course, and that additional responsibilites should also be considered in reduction of the teaching load.

Supervision of any student publication demands more time than can be appreciated by any one who has not had the experience. Advisors to publications will typically agree that equating one publication to one 3-semester hour course is a most conservative estimate.

CHAPTER 4

JOURNALISM EDUCATION IN ALABAMA

This study was undertaken initially as a means of defining the scope of journalism instruction in junior colleges in Alabama. It was quickly discovered, however, that the scope of such instruction is so minimal that little would be revealed by restricting the study to such a narrow definition.

Junior Colleges

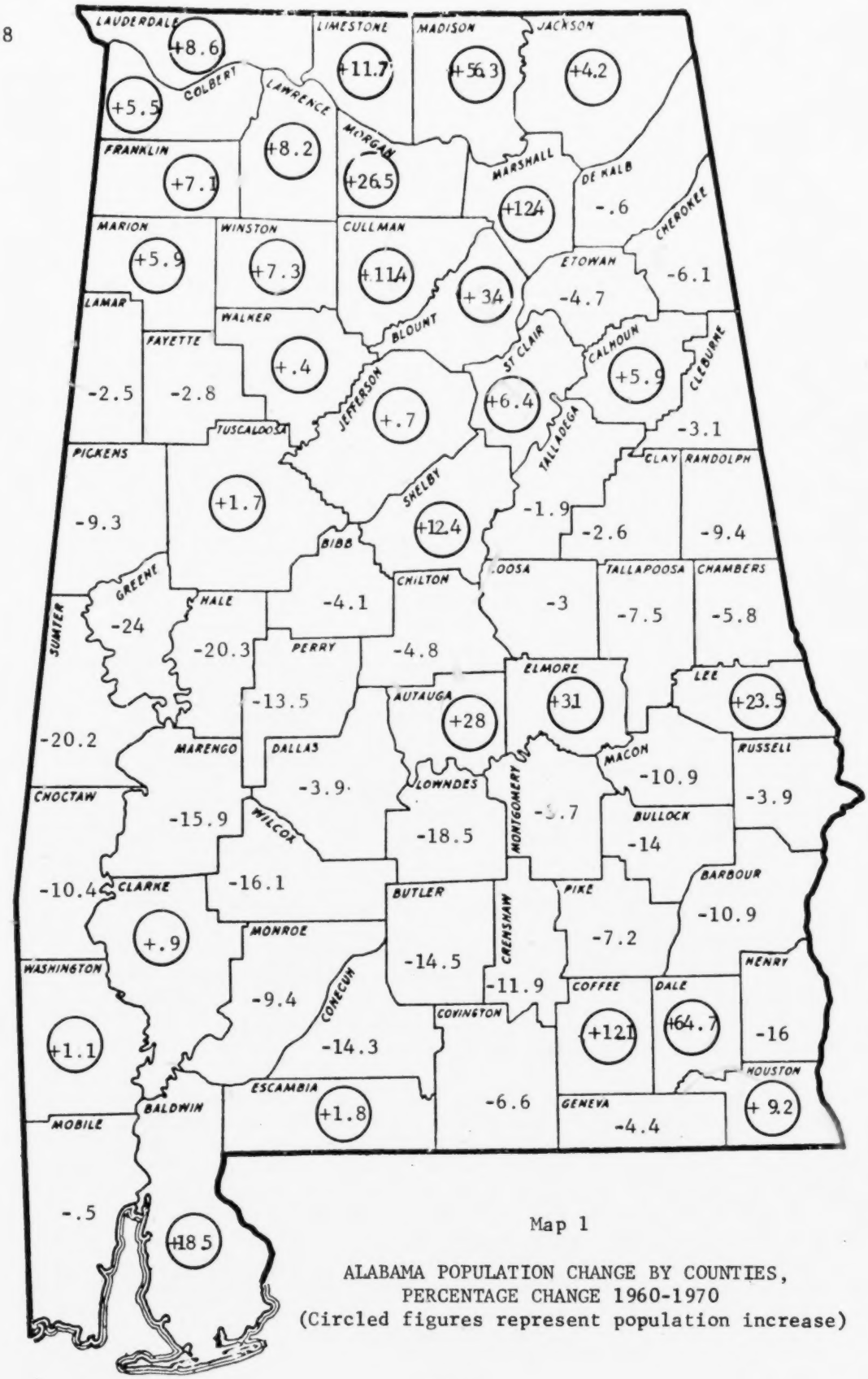
Journalism instruction in junior colleges is more commonly found in those geographic areas with a comparatively large or rising population. Map 1 illustrates trends in Alabama population, by counties, between the census years of 1960 and 1970. Three of the four state junior colleges offering journalism instruction are in counties which showed a population increase. Comparison of Maps 1 and 2, however, will reveal major populated areas of Alabama not served by a junior college journalism program.

Alabama has a total of 21 junior colleges; 17 of them are state supported and 4 are private schools. The state schools range in size from Jefferson State Junior College (Fall, 1970 enrollment of 4,753), to Albert P. Brewer State Junior College (Fall, 1970 enrollment of 444). All four of the private junior colleges in Alabama are even smaller in enrollment than the smallest of the state junior colleges. Table 2 lists Alabama junior colleges and their enrollment trends, while accompanying Map 2 locates those junior colleges by number.

Journalism instruction in junior colleges is also typically related to size of the school. Nationally, journalism programs are commonly found most frequently in schools with student population of over 1,000. In Alabama, eight public junior colleges exceed this enrollment, but only three of those schools offer any instruction in journalism. Only one of the private junior colleges has attempted to offer journalism and its declining student population apparently is dictating exclusion of such instruction from its curriculum.

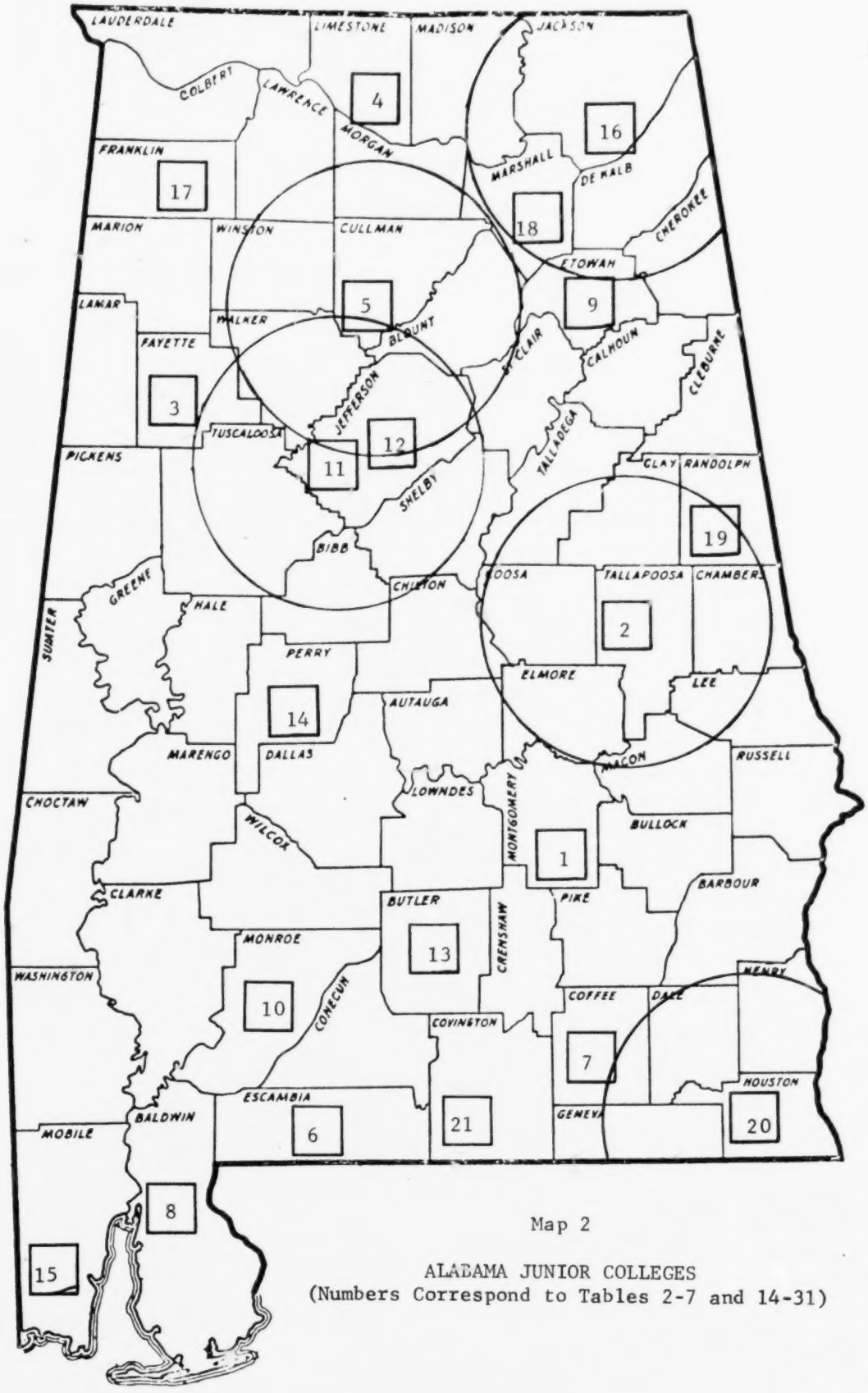
The map of Alabama, which accompanies Table 2, serves to locate Alabama's 21 junior colleges by corresponding numbers. Because junior college students are typically commuters, a 30-mile radius has been scribed around the location of each junior college offering some instruction in journalism. This serves to indicate the very minimal coverage of the state by even the limited journalism instruction available in those schools. Furthermore, for all practical purposes, the circumference drawn around Cullman College (No. 5 on the map) no longer indicates journalism instruction on that campus, since classes have failed to make in recent semesters.

(text continued on p. 24)



Map 1

ALABAMA POPULATION CHANGE BY COUNTIES,
PERCENTAGE CHANGE 1960-1970
(Circled figures represent population increase)



Map 2

ALABAMA JUNIOR COLLEGES
(Numbers Correspond to Tables 2-7 and 14-31)

ALABAMA JUNIOR COLLEGE

TABLE 2

ENROLLMENT TRENDS

Junior College	Total Enrollment	Percentage of Change per year	Percentage of Change 1966-70
1. Alabama Christian			
1966	274		
1967	301	+9.9	
1968	313	+4	
1969	333	+6.4	
1970	282	-15.3	+2.9
2. *Alexander City State			
1966	842		
1967	958	+13.8	
1968	1,151	+20.1	
1969	1,115	-3.1	
1970	1,151	+3.2	+36.7
3. Albert P. Brewer State			
1969	204		
1970	444	+117.6	**
4. John C. Calhoun State			
1966	1,229		
1967	1,473	+19.9	
1968	1,612	+9.4	
1969	1,797	+11.5	
1970	2,087	+16.1	+69.8
5. *Cullman College			
1966	154		
1967	162	+5.2	
1968	186	+14.8	
1969	152	-18.3	
1970	136	-10.5	-11.7
6. Jefferson Davis State			
1966	370		
1967	517	+39.7	
1968	547	+5.8	
1969	663	+21.2	
1970	613	-7.5	+65.7

TABLE 2 continued

ENROLLMENT TRENDS

Junior College	Total Enrollment	Percentage of Change per year	1966-70
7. Enterprise State			
1966	800		
1967	849	+6.1	
1968	926	+9.1	
1969	1,050	+13.4	
1970	1,387	+32.1	+73.4
8. James H. Faulkner State			
1966	1,010		
1967	1,008	-.2	
1968	1,350	+33.9	
1969	1,189	-11.9	
1970	1,086	-8.7	+7.5
9. Gadsden Technical State			
1966	1,729		
1967	2,143	+23.9	
1968	2,352	+9.8	
1969	2,403	+2.2	
1970	2,727	+13.5	+57.7
10. Patrick Henry State			
1966	346		
1967	366	+5.8	
1968	462	+26.2	
1969	436	5.6	
1970	528	+21.1	+52.6
11. *Jefferson State			
1966	3,108		
1967	3,601	+15.9	
1968	4,343	+20.6	
1969	4,084	-6.0	
1970	4.753	+16.4	+52.9
12. Theodore A. Lawson State			
1966	660		
1967	702	+6.4	
1968	752	+7.1	
1969	826	+9.8	
1970	1,205	+45.9	+82.6

TABLE 2 continued

ENROLLMENT TRENDS

Junior College	Total Enrollment	Percentage of Change per year	Percentage of Change 1966-70
13. Lomax-Hannon College-High School			
1970	6***		
14. Marion Institute			
1966	407		
1967	407	0	
1968	435	+6.9	
1969	395	-9.2	
1970	303	-23.3	-25.6
15. Mobile State			
1966	649		
1967	767	+18.2	
1968	906	+18.1	
1969	895	-1.2	
1970	915	+2.2	+41.0
16. *Northeast Alabama State			
1966	768		
1967	755	-1.7	
1968	638	-15.5	
1969	702	+10.0	
1970	695	-1.0	-9.5
17. Northwest Alabama State			
1966	451		
1967	489	+8.4	
1968	618	+26.4	
1969	624	+1.0	
1970	579	-7.2	+28.4
18. Snead State			
1966	392		
1967	405	+3.3	
1968	629	+55.3	
1969	752	+19.6	
1970	882	+17.3	+125.0

TABLE 2 continued

ENROLLMENT TRENDS

Junior College	Total Enrollment	Percentage of Change per year	Percentage of Change 1966-70
19. Southern Union State			
1966	423		
1967	472	+11.6	
1968	535	+13.3	
1969	579	+8.2	
1970	612	+5.7	+44.7
20. *George C. Wallace State			
1966	525		
1967	669	+27.4	
1968	724	+8.2	
1969	774	+6.9	
1970	1,027	+32.7	+95.6
21. Lurleen B. Wallace State			
1969	293		
1970	595	+103.0	**

* Junior Colleges offering Journalism courses.
** Junior Colleges established since 1966.
*** Lomax-Hannon Junior College-High School is included in this survey, but does not have sufficient enrollment to be considered in the enrollment change statistics.

Journalism instruction on junior college campuses in Alabama is most frequently under the direction of the English department. In addition to three schools with such departmental identification, one other school teaches journalism under the heading "Language Arts," and one school identifies it separately as "Journalism." (See Table 3)

Journalism instructors on the five campuses are, in most cases, educated primarily in another discipline. In two instances, the journalism instructor has no credit hours in journalism and in only one instance does the instructor have a degree in journalism. All five instructors, however, have completed the masters degree. In each of the four state junior colleges, the journalism instructor has had some related media experience. In all five junior colleges, the journalism instructor is also responsible for supervision of the school newspaper and in three instances, for the school yearbook. (See Table 4)

Journalism courses taught in Alabama junior colleges bear some resemblance to each other in course title and catalogue description. Three schools describe their single course as "Introduction to Journalism" or "Introduction to Journalism Writing." It is apparent in each of these three instances that the course is made up of newspaper staff members and the directed activity of the newspaper constitutes a major portion of the course work. One state school describes two separate courses in its catalogue but again, it is apparent that students in these courses (which are not taught simultaneously) are also primarily concerned with publications production. Two schools describe a publications lab, which may be taken repeatedly for one quarter hour credit each quarter. (See Table 5)

Facilities available to journalism (though not always exclusively for journalism's use) are obviously limited, although only one school specified "inadequate facilities" as being one of their problems. Four of the five schools have a lab or a newsroom, but telephones, typewriters, and photographic equipment are available to only three schools; a darkroom is available in only two schools; and printing facilities in only one school. No schools have wire service. (See Table 6)

Problems noted by questionnaire respondents are in most cases well supported by statistical data in other tables of this study. One person, noting his own inadequate preparation in journalism, said, "There needs to be a qualified person holding this job down." Another comment dealt with the burden of publications supervision in addition to a normal teaching load: "One person cannot operate well doing the work of two."

It is difficult to draw conclusions from salary information because of the fact that in state junior colleges salaries are determined according to a standard scale. (See Table 7) These data could not take into consideration, however, the academic preparation and experience in journalism of the journalism teacher. They also failed to consider the demands upon a journalism teacher's time for supervision of student publications, photography, and related activities.

(text continued on p. 32)

ALABAMA JUNIOR COLLEGE JOURNALISM

TABLE 3

GENERAL INFORMATION

	School	Location	Enrollment Fall, 1970	Responded to Questionnaire	If Jour. Is Taught, What Department **
* 1.	Ala. Christian Col.	Montgomery	282	Yes	
2.	Alexander City St.	Alexander City	1151	Yes	Language Arts
3.	Albert P. Brewer St.	Fayette	444	Yes	
4.	John C. Calhoun St.	Decatur	2087	Yes	
* 5.	Cullman College	Cullman	136	Yes	English
6.	Jefferson Davis St.	Brewton	613	Yes	
7.	Enterprise St.	Enterprise	1387	Yes	
8.	Faulkner St.	Bay Minette	1086	Yes	
9.	Gadsden St.	Gadsden	2727	Yes	
10.	Patrick Henty St.	Monroeville	528	Yes	
11.	Jefferson St.	Birmingham	4753	Yes	Journalism
12.	Lawson St.	Birmingham	1205	Yes	
*13.	Lomax-Hannon Col.-H.S.	Greenville	6	Yes	
*14.	Marion Institute	Marion	303	Yes	
15.	Mobile St.	Mobile	915	Yes	
16.	Northeast St.	Rainsville	695	Yes	English
17.	Northwest Ala. St.	Phil Campbell	579	Yes	
18.	Snead State	Boaz	882	Yes	
19.	Southern Union St.	Wadley	612	Yes	
20.	George C. Wallace St.	Dothan	1027	Yes	English
21.	Lurleen B. Wallace St.	Andalusia	595	Yes	

* Private Junior Colleges

** Junior Colleges not offering Journalism will be deleted, along with corresponding numbers, from Tables 4 and 5.

ALABAMA JUNIOR COLLEGE JOURNALISM

TABLE 4

JOURNALISM INSTRUCTORS

	School	Instructor	Degree	Major	Hours Jour.	Teach Other	Other Assignments NP	YB	PR	CLUB	Media Experience
2.	Alexander City	John M. Wynn	MA	Eng.	8	Eng.	X	X		X	NP Editing
5.	Cullman College*	Charles Morhouse	MA	Fr.	0	Fr.	X				
11.	Jefferson State	Robert Bass	MA	Jour.	65		X	X			NP Photo
16.	Northeast St.	Norma W. Propst	MA	Eng.	0	Eng.	X				Red Cross Publ.
20.	George C. Wallace St.	Kathryn Loftis	MA	Educ.	18	Eng.	X	X			Weekly NP

* Private School

ALABAMA JUNIOR COLLEGE JOURNALISM

TABLE 5

COURSES OFFERED 1969-70

	School	Courses Taught	Quarter Hours Credit	Class Size
2.	Alexander City St.	Intro. to Journalism	5	8
		Publications Lab	1	30
* 5.	Cullman College	Writing and Editing	3 (Sem. Hrs.)	** 6
11.	Jefferson State	Reporting	5	6
		Writing	5	
		Publications Lab	1	
16.	Northeast St.	Introduction to Journalism Writing	3	24
20.	George C. Wallace St.	Introduction to Journalism Writing	5	25

* Private School
** 68-69 figure; failed to make since then.

ALABAMA JUNIOR COLLEGE JOURNALISM

TABLE 6

FACILITIES AND PROBLEMS

	Facilities:	Alexander City	Cullman	Jefferson State	Northeast*	G.C. Wallace
1.	Lab or Newsroom	X	X	X		X
2.	Telephone	X		X		X
3.	Typewriter	X		X		X
4.	Dark Room	X		X		
5.	Photo Equipment	X		X	X	
6.	Wire Service					X
7.	Printing Facilities					
	Problems:					
1.	Poor Textbooks	X	X			X
2.	Few Students with Jn. Experience	X		X		X
3.	Lack of Jn. Interest	X	X			X
4.	Overload Instructor	X				X
5.	Instructor Inadequately Trained	X			X	X
6.	Inadequate Facilities					X
7.	Freedom Limited					X
8.	Library Facilities Limited					
9.	Other				X	

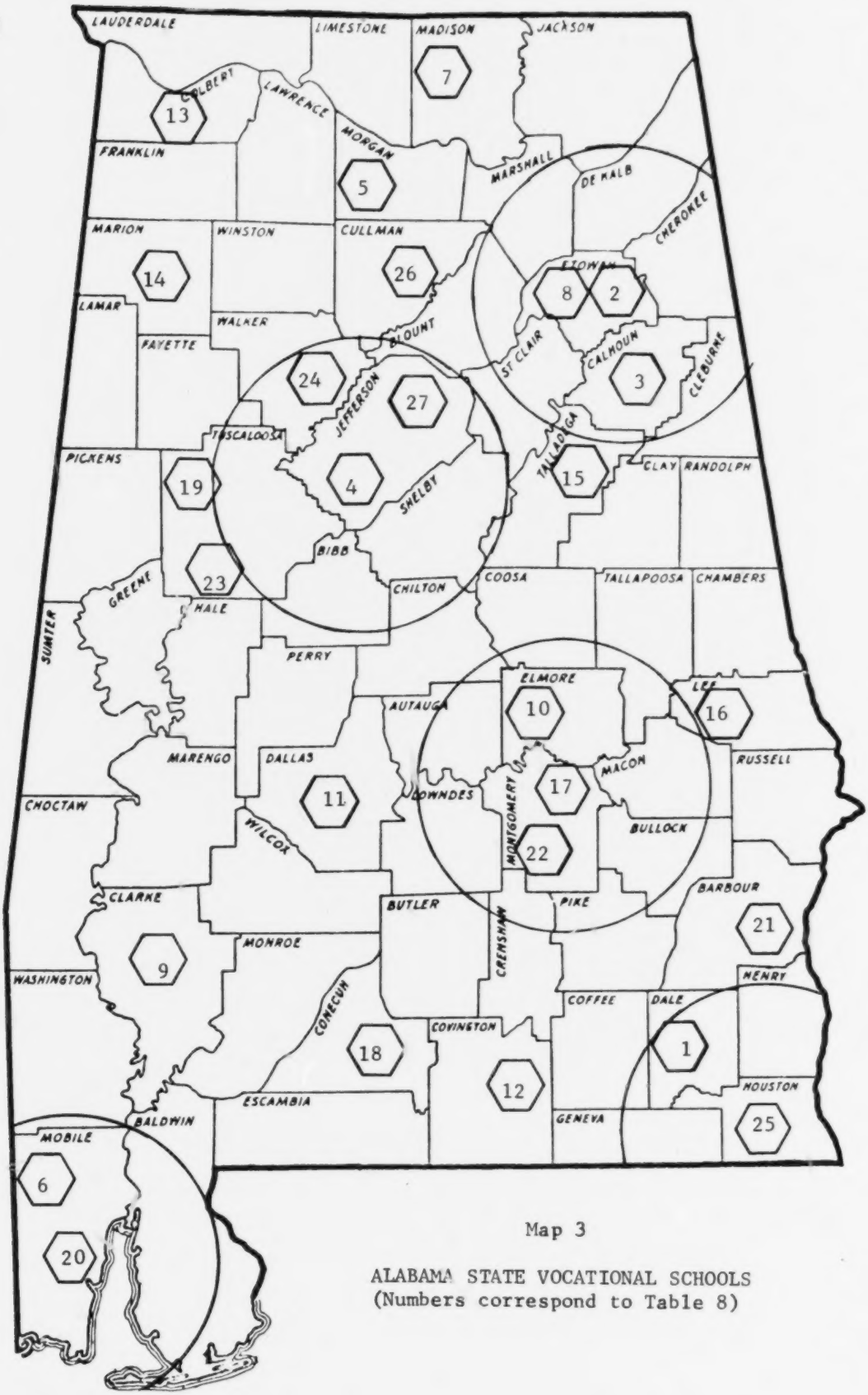
*Facilities are available, but not exclusively for Journalism use.

ALABAMA JUNIOR COLLEGE JOURNALISM

TABLE 7

SALARY INFORMATION

	NUMBER OF INSTRUCTORS WITHIN GIVEN RANGE				
	1	2	3	4	5
BELOW $6,000					
$6,001-7,000	X				
7,001-8,000	X				
8,001-9,000			X		
9,001-10,000					
ABOVE 10,000					



Map 3

ALABAMA STATE VOCATIONAL SCHOOLS
(Numbers correspond to Table 8)

ALABAMA VOCATIONAL TECHNICAL SCHOOLS

TABLE 8

	Name of School	Location
1.	Alabama Institute of Aviation Technology	Ozark
* 2.	Alabama School of Trades	Gadsden
3.	Ayers State Trade School	Anniston
* 4.	Bessemer State Technical Institute	Bessemer
5.	Calhoun State Technical School	Decatur
6.	Carver State Technical Trade School	Mobile
7.	Drake State Technical Trade School	Huntsville
8.	Gadsden State Technical Trade School	Gadsden
9.	Hobson State Technical Institute	Thomasville
**10.	Ingram State Vocation School	Deatsville
11.	King State Technical Institute	Selma
12.	MacArthur State Technical Institute	Opp
13.	Muscle Shoals Technical Institute	Muscle Shoals
14.	Northwest Alabama State Technical Institute	Hamilton
15.	Nunnelley State Vocational Technical Institute	Childersburg
16.	Opelika State Vocational Technical School	Opelika
*17.	Patterson State Vocation Technical School	Montgomery
18.	Reid State Trade School	Evergreen
19.	Shelton State Technical Institute	Tuscaloosa
*20.	Southwest State Technical Institute	Mobile
21.	Sparks State Trade School	Eufaula
22.	Trenholm State Trade School	Montgomery
23.	Tuscaloosa State Trade School	Tuscaloosa
24.	Walker County State Trade School	Sumiton
*25.	Wallace State Technical Trade School	Dothan
26.	Wallace STS of Cullman County	Hanceville
27.	Wenonah State Technical School	Birmingham

* Schools offering offset printing.

** For prison inmates only.

It is not unusual for junior colleges to consider the possible inclusion of printing instruction with journalism. In other states, this has typically been abandoned where it has been tried, because of the distinctions between technical instruction and academic instruction. Of the 26 Alabama state trade schools, five offer instruction in printing. (See Table 8 and accompanying Map 3) One of these is related to a junior college (G. C. Wallace) and Table 6 reflects the availability of printing facilities to junior college journalism on that campus. Location of the five trade schools offering printing instruction, as indicated on Map 3, reveals reasonably good coverage of the state in this related vocational instruction. Major population centers are apparently adequately served by these five schools.

In order to view journalism in Alabama junior colleges in comparison to that in neighboring states, identical questionnaires were mailed to state supported junior colleges in Florida, Georgia, Mississippi, and Tennessee. No followup effort was made as a means of acquiring total coverage. Only those who responded to the initial mailing were included in these comparisons. (See Tables 9-13) Therefore, the information for neighboring states is not complete, as is the case in Alabama. But it may be reasonable to assume that the responding sample of slightly over 50%, (33 out of 63), may be sufficiently representative to provide a fair comparison. Table 9 is comparable in content to Table 3 for Alabama; Table 10 to Table 4; Table 11 to Table 5; Table 12 to Table 6; and Table 13 to Table 7.

In each state except Tennessee, the percentage of junior colleges teaching journalism is greater than in Alabama. Only in Florida, however, is the number of courses per school significantly greater than in Alabama. Course descriptions in schools of neighboring states are commonly inadequate, because of the listing of courses only by number, rather than by title. Catalogue descriptions of courses in out-of-state schools were not available.

Journalism instructors in all of the surrounding states are apparently better qualified to teach journalism than is the typical case in Alabama. A significant number of the instructors have their highest degree in journalism, and 14 of the 26 instructors have sufficient hours credit in journalism to equal a major.

Responses from neighboring states indicate an apparent inadequacy of facilities, which is comparable to the situation in Alabama. Salary distribution of instructors in neighboring states reveals an obvious disparity in state scales between Florida and Mississippi. Limited response from Georgia and Tennessee makes figures for these states difficult to assess with any significant meaning.

Analysis of student publications characteristics on the 21 junior college campuses in Alabama reveals varying degrees of interest in and potential for the initiation or expansion of journalism instruction on those campuses. Table 14 identifies newspaper and yearbook advisors for the various junior colleges; Tables 15 through 23 tabulate characteristics of the student newspaper, its faculty advisor and staff; and Tables 24

(text continued on p. 43)

JUNIOR COLLEGE JOURNALISM IN STATES NEIGHBORING ALABAMA

TABLE 9

GENERAL INFORMATION

	School	Location	Enrollment Fall, 1970	If Journalism Taught What Department*
FLORIDA				
1.	Broward Community Col.	Fort Lauderdale	7500	Language
2.	Daytona Beach Jr. Col.	Daytona Beach	2476	Language
3.	Edison Jr. Col. *	Fort Myers	1400	
4.	Florida Keys Jr. Col.	Key West	1000	
5.	Gulf Coast Jr. Col.	Panama City	2020	Language Arts
6.	Indian River Jr. Col.	Fort Pierce	1250	Language
7.	Lake Sumter Jr. Col.	Leesburg	1174	Humanities
8.	Okaloosa-Walton Jr. Col.	Niceville	2178	Communications
9.	Palm Beach Jr. Col.	Lake Worth	1600	English
10.	Pensacola Jr. Col.	Pensacola		English
11.	Polk Jr. Col.	Winter Haven	3400	Communications
12.	South Fla. Jr. Col. *	Avon Park		
13.	St. Johns River Jr. Col. *	Palatka	1200	
14.	Valencia Jr. Col.	Orlando	2700	

NOTE: Florida has 27 Public Junior Colleges; these 14 replied to questionnaire.

****

GEORGIA				
1.	Albany Jr. Col.	Albany	1258	English
2.	Brunswick Jr. Col.	Brunswick	906	Humanities
3.	Macon Jr. Col. *	Macon	1116	

TABLE 9 continued

GENERAL INFORMATION

School	Location	Enrollment Fall, 1970	If Journalism Taught What Department*
GEORGIA contd.			
4. Middle Georgia Col.	Cochran	2252	English
5. South Ga. Jr. Col. *	Douglas	1091	

NOTE: Georgia has 12 Public Junior Colleges; these 5 replied to questionnaire.

****

MISSISSIPPI			
1. Copiah-Lincoln Jr. Col.	Wesson	963	English
2. East Central Jr. Col.	Decatur	657	English
3. East Miss. Jr. Col.	Scooba	300	English
4. Meridian Jr. Col.	Meridian	970	Humanities
5. Mississippi Delta	Moorhead	1470	English
6. Miss. Gulf Coast-Jeff. Davis Campus	Handsboro	1215	Language Arts
7. Northeast Miss. Jr. Col.	Booneville	1350	English
8. Pearl River Jr. Col.	Poplarville	1123	Journalism
9. Southwest Miss. Jr. Col.	Summit	700	English
10. Utica Jr. Col.	Utica	754	

NOTE: Mississippi has 19 Public Junior Colleges; these 10 replied to questionnaire.

****

TENNESSEE			
1. Chattanooga St. Tech Inst. *	Chattanooga	1200	
2. Cleveland St. Community Col.	Cleveland	1936	Journalism

TABLE 9 continued

GENERAL INFORMATION

School	Location	Enrollment Fall, 1970	If Journalism Taught What Department*
TENNESSEE contd.			
3. Columbia St. Community Col.*	Columbia	1331	
4. State Technical Institute at Memphis*	Memphis	1675	

NOTE: Tennessee has 5 Public Junior Colleges; these 4 replied to questionnaire.

****

* Junior Colleges not offering Journalism will be deleted, along with corresponding numbers, from Tables 10 and 11.

JUNIOR COLLEGE JOURNALISM IN STATES NEIGHBORING ALABAMA

TABLE 10

JOURNALISM INSTRUCTORS

School	Instructor	Deg.	Major	Hours Jour.	Teaching Jour.	Teaching Other	Other Assignments NP	YB	PR	Club	Media Exp.
FLORIDA											
1. Broward	Max K. Hall	MEd.	Jour.	40	4		X				15 Yr.
	John Homan	BS	GrArts								
	John Boase	MA	Art								
2. Daytona Beach	Bertrand Heflin	MA	Comm.	48	2	3	X				25 Yr.
4. Fla. Keys	Charles Gillispie	MEd.	Eng.	6	1	5	X				PR,Bus.
5. Gulf Coast	W. G. Gilmer	BS	Adv.	30	3		X	X	X		7 Yr.
6. Indian River	Joseph Moorman	MA	Eng.		1	2	X	X			2 Yr.
7. Lake Sumter	Jean Sneed	MA	Jour.	27	1		X	X	X		25 Yr.
8. Okaloosa-Walton	Linda Bolen	MA	Eng.		1	3					
9. Palm Beach	Charles McCreight	MEd.	Ed.	18	3	1	X				NP
10. Pensacola	Dixon Haynes	MA	Jour.	120	4		X	X			1 Yr.
11. Polk	Clarence Holden	EdD.	Admin.		2		X	X	X		PR
14. Valencia	George Drew	MS	Jour.	36	4		X				Ed., PR
GEORGIA											
1. Albany	Part-time inst.										
2. Brunswick	Barbara McCarty	MA	Jour.	24	1	3	X				PR, NP
4. Middle Georgia	George Hinton	MA	Jour.		2	2	X		X	X	6½ Yr.

TABLE 10 continued

JOURNALISM INSTRUCTORS

	School	Instructor	Deg.	Major	Hours Jour.	Teaching Jour.	Teaching Other	Other Assignments NP	YB	PR	Club	Media Exp.
MISSISSIPPI												
1.	Copiah-Lincoln	Burlian Walker	BS	Jour.	60	2		X	X	X		PR Dir., Rep.
2.	East Central	Linda Latham	BS	Eng.	36	1		X	X	X		Entertain. Ed., Free Lance
3.	East Miss.	Conrad Michele	MA	Hist.		1	4	X				
4.	Meridian	Lynda Davis	BS	Jour.	30	1		X	X	X		
5.	Miss. Delta	Laney Wooten			30	3		X	X	X	X	
6.	Miss. GC-JD	Elaine Duncan	MS					X				
7.	NE Mississippi	James Rhodes	DHE	Admin.		2		X	X	X		
8.	Pearl River	J. Patrick Coll	BA		60	2		X	X	X		
9.	SW Mississippi							X	X	X	X	PR
TENNESSEE												
2.	Cleveland St.	Robert Robinson	BS		68			X		X	X	Ed., TV & Radio, Film

JUNIOR COLLEGE JOURNALISM IN STATES NEIGHBORING ALABAMA

TABLE 11

COURSES OFFERED 1969-70

School	Courses Taught	Hours Credit	Enrollment Fall, 1970
FLORIDA			
1. Broward	Intro. to News Writing	1	11
	Survey of Comm.		
	Writing for Mass Comm.		
	Basic Editing		
	Photo Journalism		
2. Daytona	Intro. to Jn--101	2	32
	Mass Comm.--102	2	
	Production I--201	2	
	Production II--202	2	
4. Florida Keys	Jn. 131	3	
Gulf Coast	Intro. to Mass Comm.	3	10
	Writing for Mass Comm.	3	
	Student Publications	1	12
	WGCC Radio	1	8
6. Indian River	Survey of Comm.	2	7
	Lab	1	7
	Writing for Mass. Comm.	2	
	Lab	1	
7. Lake Sumter	Intro. to Jn.		16
8. Okaloosa-Walton			
9. Palm Beach	Basic Writing for Comm.	3	
	Survey of Broadcasting	3	
	Survey of Comm.	3	
	Reporting & Writing Tech.	3	
	Radio-TV Writing	3	

TABLE 11 continued

COURSES OFFERED 1969-70

School	Courses Taught	Hours Credit	Enrollment Fall, 1970
FLORIDA contd.			
10. Pensacola	Writing for Mass Comm.	3	11
	Newspaper	2	26
	Yearbooks	2	22
	Photography	2	18
	Introduction	3	
11. Polk			
13 St. Johns			
14. Valencia	Intro. to Mass Comm	3	23
	Intro. to Pre-Prof. Writing	3	
	Newspaper	1	
	Magazine	1	9
GEORGIA			
1. Albany	Jn. 105	5	
2. Brunswick	Jn. 101	5	
4. Middle Ga.	Jn. 101	15	
	Jn. 120	12	
MISSISSIPPI			
1. Copiah-Lincoln	Intro. to Jn. Reporting	3	29
2. East Central	Intro. Jn. I	2	
	Intro. Jn. II	2	3

TABLE 11 continued

COURSES OFFERED 1969-70

School	Courses Taught	Hours Credit	Enrollment Fall, 1970
MISSISSIPPI contd.			
3. East Miss.			
4. Meridian	Jn. 101	1½	
5. Miss. Delta	Intro. to Mass Comm.		
	Jn. Writing		
	Editing & Make-up		
6. Miss. G.C. - J.D.	Courses Not Credited		
7. NE Miss.	News Writing	3	9
	Reporting	3	
8. Pearl River	Jn. 107		
	Jn. 108		30
9. SW Miss.	Eh. 107	3	9
TENNESSEE			
2. Cleveland St.	Reporting	3	
	Editing	3	
	Hy. of Jn.	3	

JUNIOR COLLEGE JOURNALISM IN STATES NEIGHBORING ALABAMA

TABLE 12

FACILITIES AND PROBLEMS

	Facilities:	Florida (14)	Georgia (5)	Mississippi (10)	Tennessee (4)
1.	Lab or Newsroom	11	2	9	2
2.	Telephone	7	3	5	1
3.	Typewriter	12	4	9	2
4.	Dark Room	6	4	6	1
5.	Photo Equipment	10	3	7	1
6.	Wire Service				
7.	Printing Facilities	1	1	1	
	Problems:				
1.	Poor Textbooks	1			
2.	Few Students with Jn. Experience	9	1	8	1
3.	Lack of Jn. Interest	5	1	3	
4.	Overloaded Instructor	5	2	5	1
5.	Instructor Inadequately Trained	5		2	
6.	Inadequate Facilities	6		3	
7.	Freedom Limited	3			
8.	Library Facilities Limited			1	
9.	Other	4			1

NOTE: Figure in parentheses after each state name designates number of respondents.

JUNIOR COLLEGE JOURNALISM IN STATES NEIGHBORING ALABAMA

TABLE 13

SALARY INFORMATION

	Number of Instructors Within Given Range*			
	Florida	Georgia	Mississippi	Tennessee
Below $6,000			1	
$6,001-7,000			4	
$7,001-8,000	1		2	
$8,001-9,000	2	1	1	
$9,001-10,000	3			
Above 10,000	3	1		

NOTE: Total number of instructors, this table, is less than total number of instructors on other tables due to incomplete salary information on some responses.

through 31 tabulate similar information about the yearbook, its faculty advisor and staff.

In all five of the Alabama junior colleges which teach journalism, the same person is designated as both teacher and newspaper advisor. In three of those instances, the same person is also yearbook advisor. (Compare Tables 4 and 14) Characteristics of the student newspaper (see Tables 15 through 20) and of the student yearbook (see Tables 24 through 28) reveal a degree of interest by students and a degree of interest and financial investment by the schools that can hardly be considered trivial. In many schools, student publications are considered on the level of an extracurricular activity, a student club, or a public relations arm of the administration. Without debating the merits of these concepts, it should be possible to note the obvious relationship of these activities to the academic discipline of journalism. A newspaper advisor must of necessity provide at least informal instruction to his volunteer staff of reporters and editors. For the faculty member, this represents a portion of his load which is neither identified nor compensated; for the student staff members, this represents a portion of their education which does not appear on their transcripts; for the school, this represents an undefined portion of their curriculum which does not appear in their catalogues or in their reports of instruction.

This is not to say that academic credit should automatically be given for student participation on a publication staff. It does suggest the possiblity of offering journalism instruction on a respectable academic level and relating that instruction to student publications staff work as a laboratory of experience.

Faculty advisors to student newspaper staffs (see Tables 21 through 23) and to yearbook staffs (see Tables 29 through 31) must certainly be dedicated individuals. Most of them teach a normal or near-normal load of classroom instruction, commonly in a discipline other than journalism. Many of them have administrative assignments which, if the titles are sufficiently descriptive, must occupy a great deal of their time. Many advisors are responsible for two or more publications (in some cases, a publication other than newspaper and yearbook). Many advisors are also responsible for public relations and publicity for their campuses. Many others are responsible for supervising club activities which may or may not be related to journalism and/or student publications. Compounding the problem of apparent overload in many cases, is the apparently inadequate preparation of most advisors in journalism training and/or media experience. Nevertheless, it is apparent that many advisors were themselves members of student publication staffs when they were in school and many of them have been advising publications staffs for a number of years.

Senior Colleges

As listed in the 1970-1971 educational directory of the Alabama Department of Education, there are 29 senior colleges and universities in Alabama. Of these, two are controlled by the State Board of Education, ten are state universities, and 17 are private institutions. (See Tables 32 and 33) Map 3, which accompaines Table 32, locates these 29 senior

(text continued on p. 63)

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 14

GENERAL INFORMATION

	School	Location	Newspaper Advisor	Yearbook Advisor
1.	Alabama Christian College	Montgomery	No Newspaper *	Iris R. Clements
2.	Alexander City State Junior College	Alexander City	John Wynn	John Wynn
3.	Albert P. Brewer State Junior College	Fayette	No Newspaper *	Julia P. Thornton
4.	John C. Calhoun State Technical Junior College	Decatur	No Newspaper *	William Jones
5.	Cullman College	Cullman	Charles D. Morhouse	No Yearbook **
6.	Jefferson Davis State Junior College	Brewton	No Newspaper *	Joe B. Weaver
7.	Enterprise State Junior College	Enterprise	William Foreman	William Foreman
8.	James H. Faulkner State Junior College	Bay Minette	Mrs. Karen Newman	Mrs. Karen Newman
9.	Gadsden State Junior College	Gadsden	J. Howell Talley	W. H. Holcomb
10.	Patrick Henry State Junior College	Monroeville	Robert Phillips	Conrad Wall
11.	Jefferson State Junior College	Birmingham	Robert Bass	Robert Bass
12.	Theodore A. Lawson State Junior College	Birmingham	Mrs. Myrtle C. Lumpkin	No Yearbook **
13.	Lomax-Hannon Junior College-High School	Greenville	No Newspaper *	No Yearbook **
14.	Marion Institute	Marion	John M. Fultz	John M. Fultz
15.	Mobile State Junior College	Mobile	Arthur R. Simpson	Raymond L. Bailey
16.	Northeast State Junior College	Rainsville	Mrs. Long, Mrs. Propst, Mrs. Harwell	Frances Harwell

TABLE 14 continued

GENERAL INFORMATION

School	Location	Newspaper Advisor	Yearbook Advisor
17. Northwest Alabama State Junior College	Phil Campbell	Jimmie L. Sparks	Charles Simmons
18. Snead State Junior College	Boaz	A. L. Lambert	Robbie Smith
19. Southern Union State Junior College	Wadley	Ray French	Beth Wyatt, Bobby Welch, Willene Green
20. George C. Wallace State Technical Junior College	Dothan	Kathryn M. Loftis	Kathryn M. Loftis
21. Lurleen B. Wallace State Junior College	Andalusia	No Newspaper *	Curtis Thomasson

* Junior Colleges with "No Newspaper" will be deleted, along with corresponding number, from Tables 15 through 23.

** Junior Colleges with "No Yearbook" will be deleted, along with corresponding number, from Tables 24 through 31.

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 15

NEWSPAPER FORMAT

	School	Name of Newspaper	Frequency of Publication	Pages	Columns	Circulation
2.	Alexander City State	Alexian Times	Monthly	8	6	1350
5.	Cullman College	The Collegette	8 per year	4	5	1000-1500
7.	Enterprise State	The Weevil Eye	Biweekly	4	5	870
8.	Faulkner State	Statesman	Weekly	4		850
9.	Gadsden State	The Confederate Courier	Monthly	6	4	1250
10.	Patrick Henry State	The Constitution	Monthly	4	5	400
11.	Jefferson State	Jeffersonian	Biweekly	4	5	1800
12.	Lawson State	The Outlook	Variable	4	4	500-1000
14.	Marion Institute	The Skirmisher	8 per year	4	5	1500
15.	Mobile State	The Bleater	Quarterly	4-6	6-8	1500
16.	Northeast State	The Horizon	Monthly	6-8	3	800-900
17.	Northwest Ala. State	Vikings Sail	Monthly	6	5	600-800
18.	Snead State	Snead Chimes	Monthly	4	5	1000
19.	Southern Union State	The Southner	Monthly	4		1000
20.	George Wallace State	Executive	Biweekly	6-8	5	180

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 16

NEWSPAPER STAFF

	School	Number on Staff	Staff Related to Class: Journ.	Other	None	Editor Chosen By	Staff Qualifications
2.	Alexander City St.	8			X	Publications Board	None
5.	Cullman College	15	X		X	Advisor	Jn Course and Interest
7.	Enterprise St.	12			X	Advisor	Interest
8.	Faulkner St.	3			X	Dean of Student Affairs	None
9.	Gadsden St.	10			X	Advisor	Writing & Layout Ability
10.	Patrick Henry St.	19			X	SGA-Faculty	High School Experience
11.	Jefferson State	10	X			Editorial Board	Talent, Interest
12.	Lawson St.			Eng.		Advisor	Writing Ability
14.	Marion Institute	16			X	Publication Board	Desire & Writing Ability
15.	Mobile St.	10		Eng.		Staff	Interest
16.	Northeast St.	12-15	X			Advisor	Interest
17.	Northwest Ala. St.	6			X	Faculty Committee	None
18.	Snead State	9			X	Advisor	Sophomore
19.	Southern Union St.	12			X	Advisor & Publication Board	None
20.	George Wallace St.	10	X		X	SGA-Faculty	C Average

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 17

NEWSPAPER PRINTING

	School	Method of Printing			Printed on Campus		Printed Off Campus			Cost/page
		Mimeo	Offset	Letterpress	Students	Faculty	Local	Job Print.	Other Np.	
2.	Alexander City St.		X				X			$25
5.	Cullman College		X					X		
7.	Enterprise St.		X				X			$24
8.	Faulkner St.	X			X					$ 6
9.	Gadsden St.		X					X		$37.50
10.	Patrick Henry St.		X				X			$21.25
11.	Jefferson State		X						Out of town Newspaper	$30.75
12.	Lawson St.		X				X			$62.50
14.	Marion Institute			X			X			
15.	Mobile St.			X				X		$60
16.	Northeast St.		X		X					$25
17.	Northwest Ala. St.		X					X		
18.	Snead State		X				X			$26.25
19.	Southern Union St.			X			X			$27.50
20.	George Wallace St.		X		X					$30

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 18

SOURCES OF NEWSPAPER COPY

School	Paper Staff News	Paper Staff Edit.	Advisor News	Advisor Edit.	Other Students News	Other Students Edit.	Other Fac. News	Other Fac. Edit.	Admin. News	Admin. Ed.
2. Alexander City St.	X	X					X	X		
5. Cullman College	X	X								
7. Enterprise St.	X	X								
8. Faulkner St.	X	X			X					
9. Gadsden St.	X	X								
10. Patrick Henry St.	X	X			X	X			X	
11. Jefferson State	X	X								
12. Lawson St.	X	X			X	X			X	
14. Marion Institute	X	X	X	X	X	X	X	X	X	X
15. Mobile St.	X	X			X	X				
16. Northeast St.	X	X			X	X				
17. Northwest Ala. St.	X	X								
18. Snead State	X	X			X					
19. Southern Union St.	X	X								
20. George Wallace St.	X	X		X	X	X		X		X

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 19

NEWSPAPER FINANCE

	School	Source of Newspaper Income by Percentage: Instruction Budget	Activity Budget	Adv.	Other	Advertising Policy: Solicited	Accepted	Refused
2.	Alexander City St.		15%			X		
5.	Cullman College				PR	X		
7.	Enterprise St.			100%		X		
8.	Faulkner St.		100%				X	
9.	Gadsden St.		90%	10%		X		
10.	Patrick Henry St.		80%	20%		X	X	
11.	Jefferson State		X	X		X	X	
12.	Lawson St.		100%					X
14.	Marion Institute	100%						X
15.	Mobile St.		X	X		X	X	
16.	Northeast St.		100%					X
17.	Northwest Ala. St.		X	X		X	X	
18.	Snead State		100%				X	
19.	Southern Union St.		50%	50%		X		
20.	George Wallace St.		75%	25%		X		

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 20

NEWSPAPER JUDGING

	School	Entered Any Judging	Newspaper Advisor Interested in: Critique	Judging	Staff Workshop	Advisor Workshop
2.	Alexander City St.		X	X		
5.	Cullman College	NCP, Catholic Scholastic Press Association	X	X	X	X
7.	Enterprise St.		X	X	X	X
8.	Faulkner St.		X		X	
9.	Gadsden St.		X	X	X	X
10.	Patrick Henry St.		X	X	X	
11.	Jefferson State				X	
12.	Lawson St.				X	X
14.	Marion Institute		X	X		
15.	Mobile St.	Columbia Scholastic	X		X	X
16.	Northeast St.				X	X
17.	Northwest Ala. St.					
18.	Snead State		X	X	X	
19.	Southern Union St.			X	X	
20.	George Wallace St.		X	X	X	X

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 21

NEWSPAPER ADVISOR ASSIGNMENT

	School	Name of Advisor	Title	Teaching Fields	Administrative Post
2.	Alexander City St.	John Wynn	Instructor	English, Journalism	
5.	Cullman College	Charles Morhouse	Advisor	French	Chairman, Night Division
7.	Enterprise St.	William Foreman, Jr.	Guidance Director		Guidance & Student Act. Director
8.	Faulkner St.	Mrs. Karen Newman	Instructor	English	
9.	Gadsden St.	J. Howell Talley	Director of Public Relations		
10.	Patrick Henry St.	Robert Phillips	Instructor	English	Chairman, Div. of Humanities
11.	Jefferson State	Robert Bass	Dir. of Publ.	Jour.	
12.	Lawson St.	Myrtle C. Lumpkin	Instructor	English	
14.	Marion Institute	John M. Fultz	Chairman of Publication Board		
15.	Mobile St.	Arthur Simpson	Instructor	English	Public Relations Director
16.	Northeast St.	Mrs. Propst, Mrs. Long, Mrs. Harwell	Instructor	English, Business Administration	
17.	Northwest Ala. St.	Jimmie L. Sparks	Instructor	Business, Secretarial Science	
18.	Snead State	A. L. Lambert	Instructor	English	
19.	Southern Union St.	Ray French	Public Relations Director of Student Publications	Journalism	Public Relations Student Personnel
20.	George Wallace St.	Kathryn Loftis			

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 22

NEWSPAPER ADVISOR PREPARATION

	School	Advisor	Journalism Training		Years of Journalism Experience				
			Sem. Hrs.	Qt. Hrs.	H.S. Staff	Adv. H.S.	Col.Staff	Adv.Col. Staff	Media Experi.
2.	Alexander City St.	Wynn		4		6		4	10
5.	Cullman College	Morhouse	15						3
7.	Enterprise St.	Foreman		62		3	2	2	2
8.	Faulkner St.	Newman							
9.	Gadsden St.	Talley							13
10.	Patrick Henry St.	Phillips	Minor						2
11.	Jefferson State	Bass	65				3		2
12.	Lawson St.	Lumpkin					2		
14.	Marion Institute	Fultz							
15.	Mobile St.	Simpson		6	4			4	
16.	Northeast St.	Propst, Long Harwell			3		1		
17.	Northwest Ala. St.	Sparks				10			
18.	Snead State	Lambert			1		1		
19.	Southern Union St.	French							
20.	George Wallace St.	Loftis	18						2

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 23

NEWSPAPER ADVISOR LOAD

	School	Advisor	Advise Publications: N.P.	Y.B.	Other	Publ. P.R.	Club	Admin. Duty	Classes Taught Jour.	Other
2.	Alexander City St.	Wynn	X	X	handbook				1	3
5.	Cullman College	Morehouse	X					Chm.Night Div.		3
7.	Enterprise St.	Foreman	X	X			X			
8.	Faulkner St.	Newman	X							4
9.	Gadsden St.	Talley	X		brochures	X		Dir.P.R.		
10.	Patrick Henry St.	Phillips	X					Div.Chm.		4
11.	Jefferson State	Bass	X	X					2	
12.	Lawson St.	Lumpkin	X			X				3
14.	Marion Institute	Fultz	X					Counseling		
15.	Mobile St.	Simpson	X			X			1	2
16.	Northeast St.	Propst, Harwell,Long	Propst	Harwell				Harwell - Stud.Persn.	1(Propst)	
17.	Northwest Ala. St.	Sparks	X							3
18.	Snead State	Lambert	X							3
19.	Southern Union St.	French	X			X				3
20.	George Wallace St.	Loftis	X	X	all	X			1	1

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 24

YEARBOOK FORMAT

	School	Names of Yearbook	No. Pages	No. Print.	Circulation				When Delivered		
					Student	Faculty	Exchange	Other	Spring	Summer	Fall
1.	Ala. Christian Col.	The Sheaf	168	325	250	27	25	23	X		
2.	Alexander City St.	Alexian	256	600	500			100			X
3.	Albert P. Brewer St.	Bear Tracks	40	175	165	10			X		
4.	John C. Calhoun St.	Talon	224	800							X
6.	Jefferson Davis St.	The Beauvoir	144	500	X	X	X			X	
7.	Enterprise St.	Anthonomus	152	300	200	25	15	60			X
8.	Faulkner St.	Indian		300	225	25	50				X
9.	Gadsden St.	Coosada	176	1000	900	75	25		X		
10.	Patrick Henry St.	Patriot	120	350	300	20	20	10	X		
11.	Jefferson State	Borning Bosh	200	2000	X	X			X		
14.	Marion Institute	Orange & Black	176	776	X	X	X	X			X
15.	Mobile St.	The Sword	164	1000	X	X	X				X
16.	Northeast St.	The Mustang	168	500	X	X	X	X			X
17.	Northwest Ala. St.	The Viking	160	600	300	25	50	225			X
18.	Snead State	The Pines	196	800	X	X	X	X	X		
19.	Southern Union St.	Bisor	190	550	470	40	17	23	X		
20.	George C. Wallace St.	Polliceon	200	1200	X	X	X	X	X		
21.	Lurleen B. Wallace St.	Image	24	400	X	X	X	X	X		

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 25

YEARBOOK STAFF

	School	No. on Staff	Staff Related to: Jn. Class	Other Class	No Class	Editor Chosen by:	Staff Qualifications
1.	Ala. Christian Col.	20			X	Advisor	None
2.	Alexander City St.	12			X	Publ. Board	None
3.	Albert P. Brewer St.	12			X	Election	None
4.	John C. Calhoun St.	10			X	Advisor	None
6.	Jefferson Davis St.	5			X	Advisor & Staff	Journalism Talents
7.	Enterprise St.	14			X	Advisor	Interest
8.	Faulkner St.	7			X	Dean of Stud. Affairs	Interest
9.	Gadsden St.	14			X	1 year's Experience	
10.	Patrick Henry St.	25			X	Advisor & Staff	Interest
11.	Jefferson State	12	X			Edit. Board	Talent, Interest
14.	Marion Institute	12			X	Publ. Board	Interest
15.	Mobile St.	8		Jn. Lab		Advisor	Average Eng. Grades
16.	Northeast St.	15			X	Advisor	Experience, Willingness
17.	Northwest Ala. St.	7			X	Faculty Comm.	None
18.	Snead State	10-12			X	Advisor	None
19.	Southern Union St.	18			X	Publ. Board	None
20.	George C. Wallace St.	10	X			Advisor & Comm.	Chosen by Advisor
21.	Lurleen B. Wallace St.	2			X	Advisor	Interest, Ability

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 26

YEARBOOK PHOTOGRAPHY

	School	Individual Pictures			Group			Favorites			Sports			Candids		
		Pro.	Stud.	Fac.	Pro.	Stud.	Fac.	Pro.	Stud.	Fac.	Pro.	Stud.	Fac.	Pro.	Stud.	Fac.
1.	Ala. Christian Col.	S			C	X	X	C				X	X		X	X
2.	Alexander City St.	S				X			X			X			X	
3.	Albert P. Brewer St.	C						C							X	
4.	John C. Calhoun St.	C			C			C			C				X	
6.	Jefferson Davis St.	S	X	X		X	X		X	X		X	X		X	X
7.	Enterprise St.	C					X			X			X			X
8.	Faulkner St.	C			C			C			C			C		
9.	Gadsden St.	S			C			S				X			X	X
10.	Patrick Henry St.	C			C			C			C	X	X	C	X	
11.	Jefferson St.		X			X			X			X			X	
14.	Marion Institute	C					X				C	X	X	C	X	X
15.	Mobile St.	C			C			C			C			C		
16.	Northeast St.	S			S			S			S				X	
17.	Northwest Ala. St.	C			C			C			C	X	X		X	X
18.	Snead State	C			C			S			C	X		C	X	
19.	Southern Union St.	C			C	X		C	X		C	X		C	X	
20.	George C. Wallace St.	C			C	X	X	S,C			C			C	X	X
21.	Lurleen B. Wallace St.	C				X		C				X			X	

C - Pictures taken on Campus S - Pictures taken in Studio

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 27

YEARBOOK FINANCE

	School	Source of Income By %					Advertising			Yearbk. Printer
		Instruction Budget	Stud. Budget	Adver-tising	Yearbk. Sales	Other	Solicited	Accepted	Refused	
1.	Ala. Christian Col.		X	X	X		X			Paragon
2.	Alexander City St.		20%				X			Taylor
3.	Albert P. Brewer St.		50%	25%	25%		X			Paragon
4.	John C. Calhoun St.		100%					X		Taylor
6.	Jefferson Davis St.		100%						X	Paragon
7.	Enterprise St.		60%	40%			X			Taylor
8.	Faulkner St.		25%	25%	50%		X			Paragon
9.	Gadsden St.		90%	5%	5%		X			Taylor
10.	Patrick Henry St.		X	X			X	X		Paragon
11.	Jefferson State		X	X			X	X		American
14.	Marion Institute	80%		20%			X			Paragon
15.	Mobile St.		100%						X	Paragon
16.	Northeast St.		100%				X	X		Taylor
17.	Northwest Ala. St.		70%	23%	7%		X	X		Taylor
18.	Snead State		X	X			X			Taylor
19.	Southern Union St.		60%	30%			X	X		Taylor
20.	George C. Wallace St.		60%	40%			X			Paragon
21.	Lurleen B. Wallace St.			100%			X			Paragon

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 28

YEARBOOK JUDGING

	School	Entered Any Judging	Yearbook Advisor Interested In: Critique	Judging	Staff Workshop	Advisor Workshop
1.	Ala. Christian Col.	National Scholastic Yearbook Association	X	X	X	X
2.	Alexander City St.			X	X	X
3.	Albert P. Brewer St.			X	X	X
4.	John C. Calhoun St.		X		X	X
6.	Jefferson Davis St.				X	
7.	Enterprise St.		X	X	X	X
8.	James H. Faulkner St.		X		X	
9.	Gadsden St.		X	X	X	X
10.	Patrick Henry St.		X			
11.	Jefferson State		X	X	X	X
14.	Marion Institute		X	X		
15.	Mobile St.	Associated Collegiate Press				
16.	Northeast St.				X	X
17.	Northwest Ala. St.					
18.	Snead State		X		X	
19.	Southern Union St.		X	X	X	X
20.	George C. Wallace St.		X	X	X	X
21.	Lurleen B. Wallace St.		X	X	X	X

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 29

YEARBOOK ADVISOR ASSIGNMENT

	School	Name of Advisor	Title	Teaching Fields	Administrative Post
1.	Ala. Christian Col.	Iris Clements	Instructor	Sec. Sci.	
2.	Alexander City St.	John Wynn	Instructor	Eng. Jour.	
3.	Albert Brewer St.	Julia Thornton	Instructor	Business	
4.	John C. Calhoun St.	William Jones	Instructor	English	
6.	Jefferson Davis St.	Joseph B. Weaver	Dean of Stud.		Dean of Stud.,Bus. Mgr.
7.	Enterprise St.	William Foreman, Jr.	Guid. Dir.		Guid. Dir. Stud. Act.
8.	Faulkner St.	Karen Newman	Instructor	English	
9.	Gadsden St.	W. H. Holcomb	Dean of Stud.		Dean of Stud.
10.	Patrick Henry St.	Conrad S. Wall	Dean of Stud.		Dean of Stud.
11.	Jefferson State	Robert Bass	Dir. of Publ.	Jour.	
14.	Marion Institute	John M. Fultz	Chm. Pub. Bd.		
15.	Mobile St.	Raymond Bailey	Instructor	English	Dept. Chm.
16.	Northeast St.	Frances Harwell	Dir. Stud. Affairs		Dir. Stud. Affairs
17.	Northwest Ala. St.	Charles Simmons	Instructor	English	Chm, Lang. Arts
18.	Snead State	Mrs. Robbie Smith	Instructor	English	
19.	Southern Union St.	Beth Wyatt, Bobby Welch Willene Green	Instructor	English	Counselor, Dean of Students
20.	George C. Wallace St.	Kathryn M. Loftis	Dir. Stud. Publ.	Jour.	
21.	Lurleen B. Wallace St.	Curtis Thomasson	Counselor	Counselor	

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 30

YEARBOOK ADVISOR PREPARATION

	School	Advisor	Jn Training Sem.Hrs.	Jn Training Qt.Hrs.	Years of Journalism Experience H.S.	Adv.H.S.	Col.	Adv.Col.	Media Exper.
1.	Ala. Christian Col.	Clements							
2.	Alexander City St.	Wynn		4		6		4	10
3.	Albert P. Brewer St.	Thornton			5				
4.	John C. Calhoun St.	Jones			2		1	1	
6.	Jefferson Davis St.	Weaver		10		4		4	13
7.	Enterprise St.	Foreman		62		3	2		2
8.	Faulkner St.	Newman							
9.	Gadsden St.	Holcomb					1		5
10.	Patrick Henry St.	Wall						2	6
11.	Jefferson St.	Bass	65		3		1		2
14.	Marion Institute	Fultz							
15.	Mobile St.	Bailey						10	
16.	Northeast St.	Harwell						1	
17.	Northwest Ala. St.	Simmons							
18.	Snead St.	Smith							
19.	Southern Union St.	Wyatt, Welch, Green							
20.	George C. Wallace St.	Loftis	18						2
21.	Lurleen B. Wallace St.	Thomasson				3			

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 31

YEARBOOK ADVISOR LOAD

	School	Advisor	Advise Publications: Y.B.	N.P.	Other	Publ. P.R.	Club	Admin. Duty	Classes Taught Jour.	Other
1.	Ala. Christian Col.	Clements	X							6
2.	Alexander City St.	Wynn	X	X	X		X		1	3
3.	Albert P. Brewer St.	Thornton	X							4
4.	John C. Calhoun St.	Jones	X				X			4
6.	Jefferson Davis St.	Weaver	X			X		Bus. Mgr.		
7.	Enterprise St.	Foreman	X	X			X			
8.	Faulkner St.	Newman								4
9.	Gadsden St.	Holcomb	X					Dean of Stud.		
10.	Patrick Henry St.	Wall	X			X	X	Dean of Stud.		
11.	Jefferson State	Bass	X	X					2	
14.	Marion Institute	Fultz								
15.	Mobile St.	Bailey	X				X	Eng. Chm.		2
16.	Northeast St.	Harwell	X	X	Handbook	X	X	Stud.Persn.		
17.	Northwest Ala. St.	Simmons	X		Magazine			Div. Chm.		1
18.	Snead State	Smith	X							3
19.	Southern Union St.	Wyatt, Welch Green							1	1
20.	George C. Wallace St.	Loftis	X	X	All			Testing		
21.	Lurleen B. Wallace St.	Thomasson	X			X	X			1

institutions by corresponding numbers.

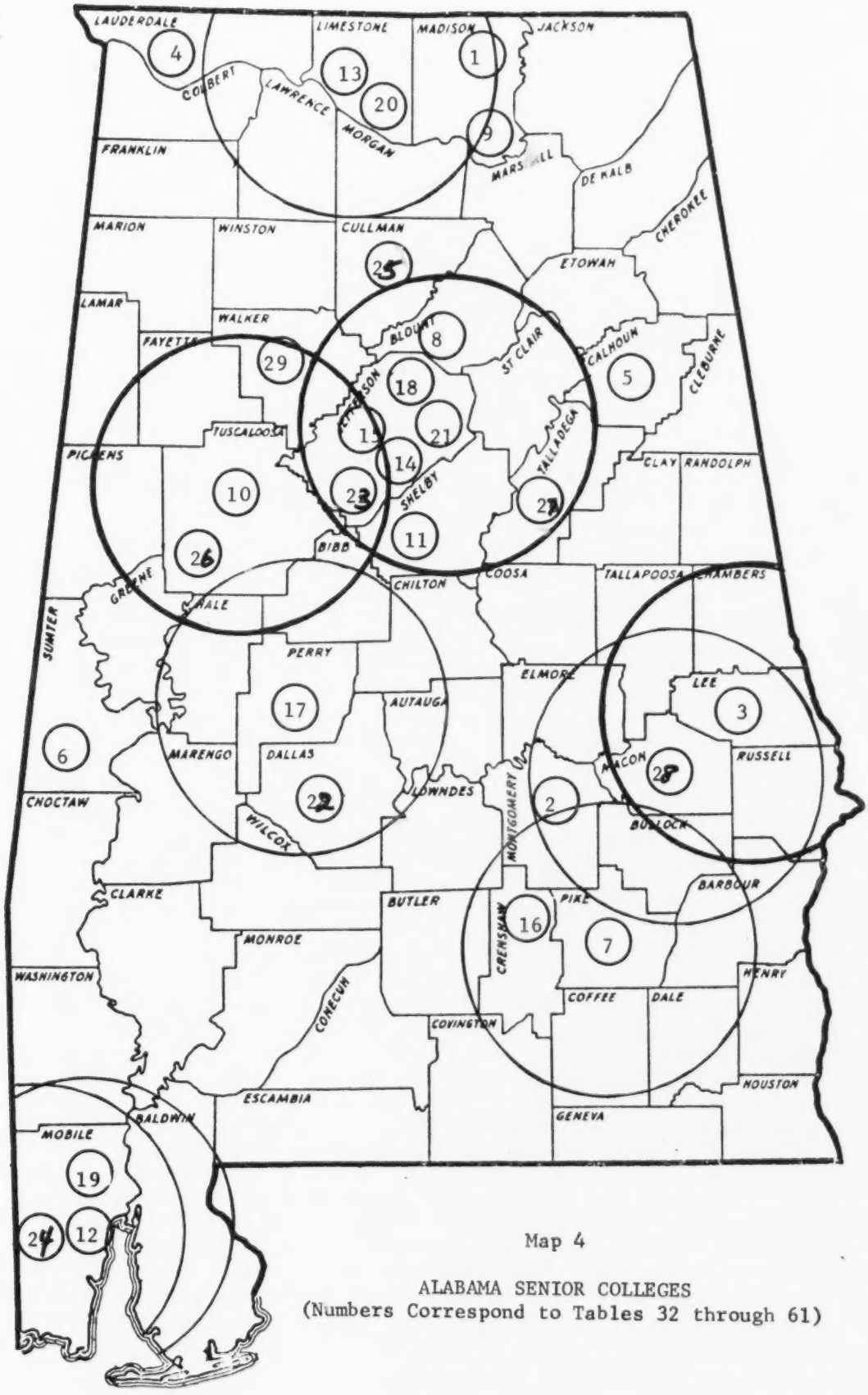
Because senior institutions are typically much less dependent upon commuter students than are junior colleges, less importance is attached to the location of schools with respect to the offering of journalism in geographic areas. However, Map 3 includes a scribed 30-mile radius around each of the senior institutions in which some journalism is taught, with a bold circumference indicating those three schools which offer a major program in journalism. A more significant correlation is the offering of journalism in schools with sufficient population to support the discipline. All five of the state-supported institutions which teach journalims have a student population in excess of two thousand and the two institutions granting degrees in journalism have enrollments of above ten thousand. Of the five private schools offering instruction in journalism, three have enrollments in excess of one thousand and one private institution offering a degree in journalism has an enrollment of more than two thousand. (See Table 32)

Only three schools, two state-supported and one private, offer a degree with a major in journalism. The University of Alabama at Tuscaloosa has the only graduate program in journalism in the state. In addition, its Journalism Department offers an undergraduate major and minor, as does the Journalism Department of Auburn University. One private school, Samford University, also offers a major and minor. Troy State University has declared its intention of offering a minor and has scheduled additional courses to be included in their curriculum as this program evolves.

In the seven other schools where journalism is offered, courses in journalism are offered within the English Departments of those schools. The scope of their offerings ranges from one course to four courses. The nature of questionnaire responses from those schools indicates that in at least a large proportion of them the courses in journalism exist primarily to support student publications, as was discussed in a previous chapter of this study with respect to junior colleges.

Faculty qualifications in those schools offering a degree in journalism are generally quite high. The University of Alabama at Tuscaloosa has a faculty of ten, three of whom have a PhD degree. Nine of the ten earned their highest degrees in journalism or mass communication. The two members of the Auburn faculty have the masters degree; one has both degrees in journalism, the other a bachelors in journalism. Of Samford's five journalism faculty members (four of whom are part-time in journalism) three have their highest degree in journalism. In the other seven schools where journalism is taught, a total of only three of their faculty members have their highest degree in journalism. (See Table 34) In many of these latter cases, faculty members are also assigned classes in other disciplines, or other duties. (See Table 35) Of the twenty-five college instructors in Alabama who teach journalism, twelve devote their full time to this discipline and all of these are in the degree granting institutions. (See Table 36) Sixteen have their highest earned degree in journalism or mass communications and thirteen of these are in the three degree granting institutions. (See Table 37)

(text continued on p. 89)



Map 4

ALABAMA SENIOR COLLEGES
(Numbers Correspond to Tables 32 through 61)

ALABAMA SENIOR COLLEGES AND UNIVERSITIES

TABLE 32

ENROLLMENT TRENDS

Senior Colleges	Total Enrollment	Percentage of Change per year	Percentage of Change 1966-70
1. Alabama A and M College			
1966	1,745		
1967	1,989	+14.0	
1968	2,076	+4.4	
1969	2,342	+12.8	
1970	2,755	+17.6	+57.9
2. *Alabama State University			
1966	1,671		
1967	1,734	+7.2	
1968	2,169	+25.0	
1969	2,603	+20.0	
1970	2,524	-3.0	+51.0
3. *Auburn University			
1966	12,603		
1967	13.055	+3.6	
1968	14.422	+10.5	
1969	16,701	+15.8	
1970	14,225	-14.8	+12.9
4. Florence State University			
1966	2,682		
1967	3,007	+12.1	
1968	3,054	+1.6	
1969	3,214	+5.2	
1970	3,235	+.7	+20.6
5. Jacksonville State University			
1966	4,255		
1967	4,934	+16.0	
1968	5,440	+10.3	
1969	5,722	+5.2	
1970	5,645	-1.3	+32.7
6. Livingston University			
1966	1,175		
1967	1,326	+12.9	
1968	1,651	+24.5	
1969	2,031	+23.0	
1970	1,812	-10.8	+54.2

TABLE 32 continued

ENROLLMENT TRENDS

Senior Colleges	Total Enrollment	Percentage of Change per year	1966-70
7. *Troy State University			
1966	2,720		
1967	3,938	+44.8	
1968	4,481	+13.8	
1969	5,380	+20.0	
1970	5,732	+6.5	+110.7
8. University of Alabama (Birmingham)			
1966	3,682		
1967	4,262	+15.8	
1968	4,309	+1.1	
1969	4,847	+12.5	
1970	4,907	+1.2	+33.3
9. University of Alabama (Huntsville)			
1966	2,488		
1967	2,470	-.7	
1968	2,719	+10	
1969	2,900	+6.7	
1970	2,630	-9.3	+5.7
10. *University of Alabama (Tuscaloosa)			
1966	11,975	+2.0	
1967	12,257	+2.4	
1968	12,822	+4.6	
1969	13,035	+1.66	
1970	13,017	-.1	+8.7
11. University of Montevallo			
1966	2,361		
1967	2,466	+4.4	
1968	2,000	-18.9	
1969	2,188	+9.4	
1970	2,454	+12.2	+3.9
12. *University of South Alabama			
1966	2,599		
1967	3,355	+29	
1968	3,882	+15.7	
1969	4,713	+21.4	
1970	5,221	+10.8	+100.8

TABLE 32 continued

ENROLLMENT TRENDS

Senior Colleges	Total Enrollment	Percentage of Change per year	1966-70
13. *Athens College			
1966	752		
1967	1,180	+56.9	
1968	1,279	+8.4	
1969	1,487	+16.3	
1970	1,077	-27.6	+43.2
14. Birmingham Southern			
1966	992		
1967	1,068	+7.7	
1968	1,101	+3	
1969	1,005	-8.7	
1970	1,050	+4.5	+5.8
15. Daniel Payne College			
1966	433		
1967	391	-9.7	
1968	326	-16.6	
1969	345	+5.8	
1970	227	-34.2	-47.6
16. Huntingdon College			
1966	972		
1967	944	-2.9	
1968	828	-12.3	
1969	816	-1.4	
1970	790	-3.18	-18.7
17. *Judson College			
1966	401		
1967	429	+7	
1968	440	+2.6	
1969	431	-2.0	
1970	438	+1.62	+9.2
18. Miles College			
1966	1,024		
1967	1,025	+.001	
1968	1,065	+4.0	
1969	1,000	-6.1	
1970	1,139	+13.9	-11.2

TABLE 32 continued

ENROLLMENT TRENDS

Senior Colleges	Total Enrollment	Percentage of Change per year	1966-70
19. Mobile College			
1966	331		
1967	326	-1.5	
1968	372	+14.1	
1969	406	+9.1	
1970	506	+25.6	+52.9
20. Oakwood College			
1966	479		
1967	626	+30.5	
1968	552	-11.8	
1969	607	+10.0	
1970	569	-6.3	+18.8
21. *Samford University			
1966	2,809		
1967	2,757	-1.9	
1968	2,717	-1.5	
1969	2,908	+7.0	
1970	2,663	-8.4	-5.2
22. Selma University			
1968	365		
1969	361	-1.1	
1970	380	+5.3	**+4.1
23. Southeastern Bible College			
1966	151		
1967	160	+4	
1968	159	-.6	
1969	172	+8.17	
1970	187	+8.7	+23.8
24. *Spring Hill College			
1966	1,297		
1967	1,236	-4.7	
1968	1,022	-17.3	
1969	970	-5.0	
1970	970	0	-25.2

TABLE 32 continued

ENROLLMENT TRENDS

Senior Colleges	Total Enrollment	Percentage of Change per year	1966-70
25. St. Bernard College			
1966	760		
1967	786	+3.4	
1968	816	+3.8	
1969	873	+7.0	
1970	651	-25.4	-14.3
26. Stillman College			
1966	648		
1967	713	+10.0	
1968	802	+12.5	
1969	513	-36.0	
1970	651	+26.9	+.5
27. Talladega College			
1966	398		
1967	498	+25.1	
1968	579	+16.3	
1969	546	-5.8	
1970	532	-2.6	+33.7
28. *Tuskegee Institute			
1966	2,702		
1967	3.039	+12.5	
1968	3,184	+4.8	
1969	3,228	+1.4	
1970	2,918	-9.6	+8.0
29. Walker College			
1966	744		
1967	717	-3.6	
1968	790	+10.2	
1969	783	-.9	
1970	732	-6.5	-1.6

* Senior Colleges offering Journalism courses.

** Selma University's percentage of increase is based on figures from 1968-70, instead of dating from 1966.

ALABAMA SENIOR COLLEGE JOURNALISM

TABLE 33

GENERAL INFORMATION

	School	Location	Enrol. Fall, 1970	Responded To Ques.	If Jn. Taught, What Dept. *	Scope Jn. Program
	Controlled by State Board of Education					
1.	Alabama A and M College	Normal	2755	Yes		
2.	Alabama State University	Montgomery	2524	Yes	English	3 Courses
	State Universities					
3.	Auburn University	Auburn	14,225	Yes	Journalism	Major & Minor
4.	Florence State University	Florence	3235	Yes		
5.	Jacksonville State University	Jacksonville	5645	Yes		
6.	Livingston University	Livingston	1812	Yes		
7.	Troy State University	Troy	5732	Yes	Eng., Jour., Speech, For. Lang.	Minor
8.	University of Alabama	Birmingham	4907	Yes		
9.	University of Alabama	Huntsville	2630	Yes		
10.	University of Alabama	Tuscaloosa	13,017	Yes	Journalism	Grad.,U.Grad., Major & Minor
11.	University of Montevallo	Montevallo	2454	Yes		
12.	University of South Alabama	Mobile	5221	Yes	English	2 Courses
	Private Institutions					
13.	Athens College	Athens	1077	Yes	English	2 Courses
14.	Birmingham Southern	Birmingham	1050	Yes		

TABLE 33 continued

GENERAL INFORMATION

	School	Location	Enrol. Fall, 1970	Responded To Ques.	If Jn. Taught, What Dept.*	Scope Jn. Program
	Private Institutions contd.					
15.	Daniel Payne College	Birmingham	227	Yes		
16.	Huntingdon College	Montgomery	790	Yes		
17.	Judson College	Marion	438	Yes	English	1 Course
18.	Miles College	Birmingham	1139	Yes		
19.	Mobile College	Mobile	506	Yes		
20.	Oakwood College	Huntsville	569	Yes		
21.	Samford University	Birmingham	2663	Yes	Journalism	Major & Minor
22.	Selma University	Selma	380	Yes		
23.	Southeastern Bible College	Birmingham	187	Yes		
24.	Spring Hill College	Mobile	970	Yes	English	4 Courses
25.	St. Bernard College	St. Bernard	651	Yes		
26.	Stillman College	Tuscaloosa	651	Yes		
27.	Talladega College	Talladega	532	Yes		
28.	Tuskegee Institute	Tuskegee	2917	Yes	English	2 Courses
29.	Walker College	Jasper	732	Yes		

*Senior Colleges not offering Journalism will be deleted, along with corresponding numbers, from Tables 34 through 43.

ALABAMA SENIOR COLLEGE JOURNALISM

TABLE 34

JOURNALISM INSTRUCTOR'S DEGREE AND EXPERIENCE

	School		Instructor(s)	Highest Deg. and Major	Hrs. Jn. If Not Major	Yrs. Teach. Jour.: HS	Col.	Other Experience Related to Teach.
2.	Alabama State Univ.	1.	Thomas Knight	M.S.--Hist.	28	2	2	Writ. for Univ.
		2.	Raleigh Player	PhD--Lit.	0		23	Dir. of PR, Editor
3.	Auburn	3.	Paul C. Burnett	M.A.--Jour.			25	Ed. N.P., PR
		4.	H.E. Logue, Jr.	M.A.--Lit.	20		6	N.P.,Report., Indust.
7.	Troy	5.	Wallace Waites	M.A.--Jour.		7	10	N.P.,Ed.,PR
10.	University of Ala. (Tuscaloosa)	6.	Charles Arrendell	PhD--Mass Com.			7	N.P.,Reporter, PR
		7.	Kenneth Bell	M.A.--Jour.			30	N.P. Edit.,Adv.
		8.	Frank Deaver	PhD--Mass Com.			11	Printing
		9.	Camille Elebash	M.A.--Jour.			8	Newspaper
		10.	Miriam Hill	M.A.--Jour.			11	Newspaper
		11.	John Luskin	M.A.--Eng.	0		34	Copyreader
		12.	Arlyn Powell	M.A.--Jour.			5	PR
		13.	Charles Scarritt	M.A.--Jour.			27	Newspaper
		14.	Michael Sewell	M.A.--Jour.			1	Newspaper Report.
		15.	William Winter	PhD--Jour.			22	Newspaper Ed.
12.	Univ. of South Alabama	16.	Elden Tuttle	B.J.--Jour.			6	Adv. Dir. NP
13.	Athens College	17.	Vincent Colane	LlB--Law	36		6	Military Inf.
17.	Judson College	18.	Sarah Rice	B.A.--Eng.	0		6	Newspaper

TABLE 34 continued

JOURNALISM INSTRUCTOR'S DEGREE AND EXPERIENCE

	School	Instructor(s)	Highest Deg. and Major	Hrs. Jn. If Not Major	Yrs. Teach. Jour.: HS	Col.	Other Experience Related to Teach.
21.	Samford	19. Lewis Arnold	B.A.--Bus. Ad.	0		10	N.P. Photo.
		20. Richmond Brown	M.A.--Jour.			12	Mag. Editing
		21. Sandra Bearden	M.A.--Eng.	30	2	2	PR, N.P.
		22. Nez Calhoun	M.A.--Jour.			1	PR, Mag. Asst. Editor
		23. Clarke Stallworth	B.A.--Jour.			6	N.P. City Ed.
24.	Spring Hill Col.	24. M.A. Ledlie	M.A.--Eng.			3	
28.	Tuskegee Institute	25. Frances Vernon	B.J.--Jour.			3	Dept. Editor

ALABAMA SENIOR COLLEGE JOURNALISM

TABLE 35

TEACHING ASSIGNMENT AND ADDITIONAL RESPONSIBLITIES OF JOURNALISM INSTRUCTORS

	Instructor	No. of Classes Taught Jn.	Other	PR	YB	NP	Club	Intern Prog.	Sequence Chairman	Research	Dept. Head	Photo.
1.	Knight	3-sem.		X								
2.	Player		2-Eng.			X						
3.	Burnett	3-qt.									X	
4.	Logue	2-qt.				X		X				
5.	Waites	1-2-qt.	4-6-Sp.		X							
6.	Arrendell	3-sem.							X	X		
7.	Bell	3-sem.										
8.	Deaver	3-sem.							X	X		
9.	Elebash (½ time)	2-sem.										
10.	Hill	3-sem.					X					
11.	Luskin	3-sem.										
12.	Powell	3-sem.					X		X			
13.	Scarritt	3-sem.										
14.	Sewell	3-sem.										
15.	Winter	2-sem.									X	
16.	Tuttle (part-time)	1-qt.										
17.	Colane	2-sem	1-P.Sc. 1-Soc.			X						
18.	Rice	1-sem.		X	X	X	X					X
19.	Arnold	1-sem.										X

TABLE 35 continued

TEACHING ASSIGNMENT AND ADDITIONAL RESPONSIBILITIES OF JOURNALISM INSTRUCTORS

	Instructor	No. of Classes Taught Jn.	Other	PR	YB	NP	Club	Intern Prog.	Sequence Chairman	Research	Dept. Head	Photo.
20.	Brown	2-sem.				X					X	
21.	Bearden	2-sem.		X								
22.	Calhoun	2-sem.		X								
23.	Stallworth (part-time)	1-sem.										
24.	Ledlie	2-sem.	3-Eng.			X						
25.	Vernon	1-sem.		X								

ALABAMA SENIOR COLLEGE JOURNALISM

TABLE 36

HIGHEST DEGREE EARNED BY JOURNALISM FACULTY

	Senior College or University	Bachelor's	Master's	LLB	PhD	Total Number of Journalism Faculty Full Time	Part Time
2.	Alabama State University		1		1		2
3.	Auburn University		2			2	
7.	Troy State University		1				1
10.	University of Alabama		7		3	9	1
12.	University of South Ala.	1					1
13.	Athens College			1			1
17.	Judson College	1					1
21.	Samford University	2	3			1	4
24.	Spring Hill College		1				1
28.	Tuskegee	1					1
	TOTAL	5	15	1	4	12	13

ALABAMA SENIOR COLLEGE JOURNAISM

TABLE 37

MAJOR FIELD OF STUDY OF JOURNALISM INSTRUCTORS
AT HIGHEST EARNED DEGREES

Degree	Journalism	Mass Com.	English	Busn. Adm.	Literature	Law	History	Total
Bachelor's	3		1	1				5
Master's	10		3		1		1	15
LLB						1		1
Ph.D.	1	2			1			4
TOTAL	14	2	4	1	2	1	1	25

ALABAMA SENIOR COLLEGE JOURNALISM

TABLE 38

SALARY RANGES OF FULL-TIME PERSONNEL EMPLOYED TO TEACH JOURNALISM AND/OR ASSUME ADDITIONAL RESPONSIBILITIES AT THE INSTITUTION

Salary Range for a Nine-Month Period	Number of Instructors	Highest Earned Degree
Below $6000	1	BA
$6001-7000	1	MA
$7001-8000	2	LLB, MA
$8001-9000	2	MA, MS
$9001-10,000	3	All MA's
Over $10,000	11	Four PhD's
		Six MA's
		One BA

Note: Total number of instructors, this table, is less than total number of instructors on other tables due to incomplete salary information on some responses.

ALABAMA SENIOR COLLEGE JOURNALISM

TABLE 39

FACILITIES FOR USE IN JOURNALISM INSTRUCTION

	Name	Lab or Newsroom	Tele-Phone	Type-Writers	Dark Room	Photo Equip	Wire Services	Print Facilities	Overall Rating of Facilities (by respondent)	Needs
2.	Alabama State			X					Inadequate	Photo equip. & newsroom
3.	Auburn Univ.	X	X	X	X	X			Adequate	
7.	Troy St. Univ.*	X	X	X	X	X				
10.	University of Alabama	X	X	X	X	X	X	X	Inadequate	Quality & quantity of facilities
12.	University of South Ala.								Inadequate	
13.	Athens Col.	X	X	X	X	X			Adequate	Printing facilities
17.	Judson Col.								Adequate	
21.	Samford Univ.	X	X	X	X	X			Adequate	Non-Class-room teach. space
24.	Spring Hill Col.	X	X	X	X	X			Adequate	
28.	Tuskegee								Inadequate	Typewriters

*Facilities available, but not exclusively for Journalism Department

ALABAMA SENIOR COLLEGE JOURNALISM

TABLE 40

JOURNALISM COURSES OFFERED BY MORE THAN ONE INSTITUTION

Course	Number of Institutions Offering the Courses
Introduction Survey or Fundamentals of Journalism	9
Copyreading and Editing	5
Newswriting	5
Reporting	4
Photo-Journalism	3
History of Journalism	4
Feature Writing	4
The Community or Weekly Newspaper	2
Journalism Lab or Workshop	2
Fundamentals of Advertising	2
Graphics	2
Public Relations	2
Law of Communications	2
Magazine Writing and Editing	2
Communications Seminar	2
School Publications	2
Editorial Writing	2
The Press and Public Affairs	2
Industrial Editing	2
Advising or Supervising School Publications	2

ALABAMA SENIOR COLLEGE JOURNALISM

TABLE 41

JOURNALISM UNDERGRADUATE COURSE OFFERINGS AND ENROLLMENTS
FOR THE SCHOOL YEARS, 1968-69, and 1969-70

Course	Hours Credit	Fall '68	Spring '69	Fall '69	Spring '70	2-Year Totals
ALABAMA STATE UNIVERSITY-3 COURSES						
Introduction to Journalism	3	--	--	15	--	15
News Reporting	3	--	--	--	17	17
Feature Writing	3	--	--	--	--	--
TOTALS		--	--	15	17	32
*AUBURN UNIVERSITY-10 COURSES						
Beginning Newswriting	5	20	25	25	23	93
Reporting	5	--	24	--	25	49
Copyediting	5	--	20	--	23	43
Agricultural Journalism	3	50	50	50	50	200
Feature Writing	5	25	--	25	--	50
The Community Newspaper	5	--	12	--	11	23
Photojournalism	5	--	27	--	24	51
Journalism Workshop	3	5	6	4	4	19
Internship	6	10	10	10	10	40
History and Principles of Jn.	5	15	--	14	--	29
TOTALS		125	174	128	170	597

*Although Auburn is on the Quarter System, their response to questionnaire distributed enrollments as indicated. Internships, they noted, were largely in summer quarters, and are included here although this study in no other instance reports on summer enrollments.

TABLE 41 continued

JOURNALISM UNDERGRADUATE COURSE OFFERINGS AND ENROLLMENTS
FOR THE SCHOOL YEARS, 1968-69, and 1969-70

Course	Hours Credit	Fall '68	Spring '69	Fall '69	Spring '70	2-Year Totals
*TROY STATE UNIVERSITY-7 COURSES						
Newswriting	3	15	--	15	--	30
Newsediting	3	10	--	10	--	20
Introduction to Journalism	3	--	10	--	10	20
Feature Writing	3	New Course, to be offered Spring '71				
History of Journalism	3	New Course, to be offered Winter '71				
Advising Student Publications	3	New Course, to be offered Summer '71				
Advanced Newswriting	3	New Course, to be offered academic year of 1971-72				
TOTALS		25	10	25	10	70

* Although Troy is on the Quarter System, their response to questionnaire distributed enrollment as indicated.

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UNIVERSITY OF ALABAMA-30 COURSES						
Survey of Journalism	2	266	322	274	263	1125
History & Principles of Jn.	3	136	213	260	326	935
Weekly Newspaper	3	48	45	54	48	195
Survey of Advertising	3	194	254	269	428	1145
Intro. to Journalistic Writing	3	59	81	83	87	310
Home Economics Journalism	3	11	14	9	7	41
Typography and Printing	3	25	31	34	27	117
Basic Newspaper Advertising	3	17	17	12	--	46
Beginning Reporting	3	27	22	32	36	117
Beginning Feature Writing	3	--	6	14	19	39

TABLE 41 continued

JOURNALISM UNDERGRADUATE COURSE OFFERINGS AND ENROLLMENTS
FOR THE SCHOOL YEARS, 1968-69, and 1969-70

Course	Hours Credit	Fall '68	Spring '69	Fall '69	Spring '70	2-Year Totals
UNIVERSITY OF ALA.-contd.						
Press Photography	3	39	44	49	58	190
Editing	3	19	21	35	23	98
Advanced Reporting	3	8	--	--	--	8
Advanced Newspaper Advertising	3	7	--	--	12	19
Public Relations & Publicity	3	22	29	29	37	117
Advanced Press Photography	3	--	15	--	--	15
Press Law	3	12	11	8	13	44
Critical Reviews	3	9	--	16	--	25
Community Newspaper Promotion	3	8	10	11	--	29
Advanced PR and Industrial Editing	3	14	8	12	16	50
Business Management	3	--	--	--	--	--
Editorial Writing	3	--	--	--	--	--
The Press and Public Affairs	3	--	18	--	18	36
Magazine Writing and Editing	3	--	11	--	18	29
Senior Seminar	1-3	--	--	--	--	--
Methods and Problems	1-3	--	2	2	9	13
School Publications	3	--	--	--	8	8
Introduction to Mass Communications	3	3	--	9	--	12
International Mass Communications	3	8	17	8	15	48
Advertising Campaign Methods	3	--	17	--	14	31
TOTALS		932	1208	1220	1482	4842

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TABLE 41 continued

JOURNALISM UNDERGRADUATE COURSE OFFERINGS AND ENROLLMENTS
FOR THE SCHOOL YEARS, 1968-69, and 1969-70

Course	Hours Credit	Fall '68	Spring '69	Fall '69	Spring '70	2-Year Totals
UNIVERSITY OF SOUTH ALA.-2 COURSES						
Introduction to Journalism Writing I	2	--	--	12	--	12
Introduction to Journalism Writing II	2	--	--	12	--	12
TOTALS		--	--	24	--	24
ATHENS COLLEGE-2 COURSES						
Fundamentals of Journalism 201	3	15	10	15	10	50
Fundamentals of Journalism 202	3	--	--	3	3	6
TOTALS		15	10	18	13	56
JUDSON COLLEGE-1 COURSE						
Introduction to Journalism	3	10	--	6	--	16
TOTALS		10	--	6	--	16

TABLE 41 continued

JOURNALISM UNDERGRADUATE COURSE OFFERINGS AND ENROLLMENTS
FOR THE SCHOOL YEARS, 1968-69, and 1969-70

Course	Hours Credit	Fall '68	Spring '69	Fall '69	Spring '70	2-Year Totals
SAMFORD UNIVERSITY-21 COURSES						
Freshman Journalism Laboratory	1	New Course, Fall 1970				
Introduction to Journalism	3	23	--	19	--	42
Fundamentals of Broadcasting	3	New Course, Fall 1970				
Reporting	3	13	--	--	--	13
Editing and Make-up	3	--	11	--	--	11
Supervision of School Publications	1-3	--	--	9	--	9
Photojournalism	3	17	--	--	11	28
Television Production	3	New Course, Fall 1970				
Advertising Principles & Practices	3	--	--	21	--	21
Newspaper Laboratory	1	8	6	10	13	37
Broadcast Laboratory	1	New Course, Fall 1970				
Church Public Relations	3	21	--	13	--	34
History & Principles of Jour.	3	New Course, Fall 1970				
Radio and TV News	2	--	9	--	--	9
Law of Communication	3	--	11	--	--	11
Reporting of Public Affairs	3	--	--	14	--	14
Specialized Journalism	3	--	4	--	6	10
Public Relations	3	--	16	--	12	28
Feature & Magazine Writing	3	6	8	--	6	20
Magazine Editing	3	New Course, Fall 1970				
Communications Seminar	2	15	--	13	--	28
TOTALS		103	65	99	48	315

TABLE 41 continued

JOURNALISM UNDERGRADUATE COURSE OFFERINGS AND ENROLLMENTS
FOR THE SCHOOL YEARS, 1968-69, and 1969-70

Course	Hours Credit	Fall '68	Spring '69	Fall '69	Spring '70	2-Year Totals
SPRING HILL COLLEGE-4 COURSES						
Principles of Journalism I	2	24	--	27	--	51
Principles of Journalism II	2	--	29	--	30	59
Intermediate Journalism I	2	12	--	8	--	20
Intermediate Journalism II	2	--	14	--	6	20
TOTALS		36	43	35	36	150
TUSKEGEE INSTITUTE-2 COURSES						
English 209	2	--	--	3	--	3
English 210	--	--	--	--	3	3
TOTALS		--	--	3	3	6
GRAND TOTALS, TEN INSTITUTIONS		1246	1510	1573	1779	6108

ALABAMA SENIOR COLLEGE JOURNALISM

TABLE 42

JOURNALISM GRADUATE COURSE OFFERINGS AND ENROLLMENTS
FOR THE SCHOOL YEARS, 1968-69 and 1969-70

Course	Hours Credit	Fall '68	Spring '69	Fall '69	Spring '70	Totals
UNIVERSITY OF ALABAMA-9 COURSES						
Graduate Seminar	1-3	6	--	9	--	15
Editorial Writing and Page Direction	3	--	5	--	--	5
News Desk Methods	1-3	--	--	4	--	4
Copy Desk Methods	1-3	--	1	--	3	4
Mass Communications and Mass Media	3	3	10	--	12	25
Individual Research and Supervised Reading	3	2	2	--	4	8
The Contemporary Newspaper	3	--	--	6	--	6
Interpretative Reporting	3	8	4	--	--	12
Studies in Mass Communications	3	--	--	8	6	14
TOTALS		19	22	27	25	93

NOTE: Major revision of graduate course offerings at University of Alabama was made effective in Summer, 1970. Above curriculum, therefore, is not currently in effect, and Table 43 lists the revised graduate course offerings, with enrollments for these offered in 1970-71.

TABLE 43

JOURNALISM GRADUATE COURSE OFFERINGS AND ENROLLMENTS
FOR THE SCHOOL YEAR 1970-71, UNDER REVISED GRADUATE CURRICULUM

Course	Hours Credit	Enrollments Fall, 1970	Enrollments Spring, 1971
UNIVERSITY OF ALABAMA-17 COURSES			
Research Methods	3	31	
Literature of Mass Communications	3	20	12
Readings Seminar in Mass Communications Theory	3		25
Readings Seminar in Mass Communication and Modern Society	3	6	
Readings Seminar in the Process and Effects of Mass Communication	3		10
Media Analysis	3		
History of Mass Communication Seminar	3		19
Seminar in Social Responsibility in Mass Communication	3	9	
International Mass Communication Seminar	3		
Mass Communication Law Seminar	3	6	
Advertising Seminar	3		20
Public Relations Seminar	3		
Journalism Education Seminar	3		
Direct Media Seminar	3		
Seminar in Criticism of the Arts	3		2
Individual Readings	1-3	4	
Individual Research	1-3		
TOTALS		76	88

Facilities available for journalism instruction are apparently reasonably uniform among six of the ten schools, with the least facilities consistently indicated in the schools teaching four courses or less in journalism. The three degree granting institutions each list identical facilities except that only the University of Alabama at Tuscaloosa has wire service facilities and printing facilities. By evaluation of the department heads of these three insitutions, facilities are deemed adequate at Auburn and Samford, but inadequate at the University of Alabama. (See Table 39) The reason for this evaluation is made apparent in Tables 41 and 42, which define courses and enrollments.

The single most popular course is the Introductory Survey, or Fundamentals of Journalism, offered by nine of the ten schools. However, analysis of catalogue descriptions seems to indicate a wide disparity of subject matter included in this initial course. Writing and editing courses are next most frequently named, followed by reporting, history, and feature writing. (See Table 40)

Enrollment by courses during the past two academic school years was tabulated for the ten schools in Alabama offering journalism. (See Tables 41 and 42) Of the total reported enrollment for the two academic years, the University of Alabama recorded 79.3% of the state's enrollment in all journalism courses. Auburn University recorded 9.8% of state enrollment; Samford reported 5.2%; and the other seven institutions, those offering journalism courses but less than a major program, enrolled 5.7% of Alabama students taking journalism.

The University of Alabama at Tuscaloosa offers the only graduate work in Alabama in journalism. Since major revisions of the graduate program became effective during the summer of 1970, the course listings of Table 42 are not current, and are amended by Table 43, which indicates the current graduate curriculum and the current year's enrollment.

Student publications on senior college and university campuses in Alabama were also surveyed as a basis for comparison with junior college publications. Tables 44 through 61 (Alabama Senior College Publications) are parallel to Tables 14 through 31 (Alabama Junior College Publications).

(text continued on p. 111)

ALABAMA SENIOR COLLEGE PUBLICATIONS

TABLE 44

GENERAL INFORMATION

	School	Location	Newspaper Advisor	Yearbook Advisor
	Controlled by State Board of Education			
1.	Alabama A and M*	Normal		
2.	Ala. State University	Montgomery	Hollinger, Player	Thelma Rice
	State Universities			
3.	Auburn University	Auburn	H.F. Logue, Jr.	Charles Bentley
4.	Florence State University	Florence	Alan Burleson	Nelson V. Pelt
5.	Jacksonville State University	Jacksonville	Larry Smith	Jack Hopper
6.	Livingston State University	Livingston	Howard Strong	Glen Bridges
7.	Troy State University	Troy	Bill Buchannon	Wallace Waites
8.	University of Ala. (Birmingham)	Birmingham	R. A. Kazmarer	Mrs. Martha Johnson
9.	University of Ala. (Huntsville)	Huntsville	Dr. Margaret Bond	No Yearbook***
10.	University of Ala. (Tuscaloosa)	Tuscaloosa	Publ. Board	Publ. Board
11.	University of Montevallo*	Montevallo		
12.	University of South Ala.	Mobile		
	Private Institutions			
13.	Athens College	Athens	Vincent Colane	Elma Pepper
14.	Birmingham Southern	Birmingham	Jim Gillespy	Jim Gillespy
15.	Daniel Payne College	Birmingham	Mrs. J.B. Robinson	Mary Moss
16.	Huntingdon College	Montgomery	Mrs. B.C. Frazer	Mrs. W. O. Chappeel
17.	Judson College	Marion	Sarah Rice	Sarah Rice
18.	Miles College*			
19.	Mobile College	Mobile	No Newspaper**	Ransem Meriam

TABLE 44 continued

GENERAL INFORMATION

	School	Location	Newspaper Advisor	Yearbook Advisor
	Private Institutions contd.			
20.	Oakwood College	Huntsville	Majorie Felder	Lily James
21.	Samford University	Birmingham	Richmond Brown	Sandra Bearden
22.	Selma University	Selma	P. L. Lindsey	Riette Bryant, P.L. Lindsey
23.	Southeastern Bible College	Birmingham	Jan M. Langford	J.M. Langford
24.	Spring Hill College	Mobile	Charles Reeder	David Tiffany
25.	St. Bernard College	St. Bernard	Billy J. Camp	B.J. Camp
26.	Stillman College	Tuscaloosa	Richard Looser	Richard Looser
27.	Talladega College*	Talladega		
28.	Tuskegee Institute*	Tuskegee		
29.	Walker College	Jasper	Tommy Pace	Robert Moore

Note: Publication information on Tables 44 through 61 will, in some instances, be incomplete since all senior colleges did not answer all questions.

* Senior colleges which failed to respond to questionnaire will be deleted, along with corresponding numbers from Tables 45 through 61.

** Senior colleges with "no newspaper" will be deleted, along with corresponding numbers, from Tables 45 through 53.

*** Senior colleges with "no yearbook" will be deleted, along with corresponding numbers, from Tables 54 through 61.

ALABAMA SENIOR COLLEGE PUBLICATIONS

TABLE 45

NEWSPAPER FORMAT

	School	Name of Newspaper	Frequency of Publication	Pages	Columns	Circulation
2.	Ala. State Univ.	The Hornet Tribune	Monthly	6-8	5	2,500
3.	Auburn	The Auburn Plainsman	Weekly	12	8	14,500
4.	Florence State Univ.	The Flor-Ala	Bi-Weekly	8	5	2,000
5.	Jacksonville St. Univ.	Chanticleer	Bi-Weekly	8	5	5,500
6.	Livingston St. Univ.	Livingston Life	Bi-Weekly	4-8	5	2,000
7.	Troy St. Univ.	Tropolitan	Weekly	8	5	2,500
8.	Univ. of Ala. (Bir.)	Kaleidoscope	Weekly	8	5	4,000
9.	Univ. of Ala. (Hunts.)	Exponent	Bi-Weekly	8	5	2,500
10.	Univ. of Ala. (Tusc.)	Crimson-White	Semi-Weekly	20	5	9,000
12.	Univ. of South Ala.	Vanguard	Weekly	8	8	5,500
13.	Athens College	Athenian	Bi-Weekly	6	5	1,300
14.	Birmingham Southern	The Southerner	Weekly	4	5	1,200
15.	Daniel Payne College	The Hi-Lighter	Monthly		5	250
16.	Huntingdon College	The Gargoyle	Bi-Weekly	4	5	1,000
17.	Judson College	The Triangle	Monthly	4	5	700
20.	Oakwood College	Spreading Oak	Monthly	4	5	600
21.	Samford University	Samford Crimson	Weekly	8	4	2,000
22.	Selma University	Selma Univ. Chronicle	Quarterly	4	3	2,000
23.	Southeastern Bible Col.		Bi-Weekly	4	8	185
24.	Spring Hill College	Springhillian	Weekly	8	5	1,000
25.	St. Bernard College	The News	Weekly	4		750
26.	Stillman College	The Tiger's Paw	Monthly	8	5	1,200
29.	Walker College	The Rebel Rouser	Monthly	8	5	800

ALABAMA JUNIOR COLLEGE PUBLICATIONS

TABLE 46

NEWSPAPER STAFF

	School	Number on Staff	Staff Related to Class: Journ.	Other	None	Editor Chosen By	Staff Qualifications
2.	Ala. State Univ.	30	X		X	Students	Interest, Exper.
3.	Auburn	35	X	X		Students	None
4.	Florence State Univ.	14			X	Committee	None
5.	Jacksonville St. Univ.	7			X	Publ. Board	None
6.	Livingston St. Univ.	9			X	Publ. Board	None
7.	Troy State Univ.	20			X	Students	Ed. Approval
8.	Univ. of Ala. (Bir.)	10			X	Publ. Board	Participation
9.	Univ. of Ala. (Hunts.)	5-6			X	Students	None
10.	Univ. of Ala. (Tusc.)	15			X	Publ. Board	QPA and Exper.
12.	Univ. of South Ala.	5			X	Publ. Board	None
13.	Athens College	8	X			Publ. Board	Interest, Ability
14.	Birmingham Southern	6-10			X	Students	None
15.	Daniel Payne College	7			X	Students	None
16.	Huntingdon College	15		Eng.	X	Students	None
17.	Judson College	14	X			Staff	Jour. Class
20.	Oakwood College	23	X		X	Students	Exper., Interest
21.	Samford University	12	X			Edit. Board	None
22.	Selma University	2		SGA		Presid. Appoint.	None
23.	Southeastern Bible Col.						
24.	Spring Hill College		X			Appointed	Talent, Exper.
25.	St. Bernard College	11			X	SGA	Desire, Ability
26.	Stillman College	15				Publ. Board	None
29.	Walker College	12		Wkshop	X	Faculty Advisor App.	None

ALABAMA SENIOR COLLEGE PUBLICATIONS

TABLE 47

NEWSPAPER PRINTING

	School	Method of Printing			Printed on Campus		Printed Off Campus			Cost/page
		Mimeo	Offset	Letterpress	Students	Faculty	Local	Job Print.	Other Np.	
2.	Ala. State Univ.		X					X		$68
3.	Auburn		X				X			$56.25
4.	Florence State Univ.		X				X		Out of town	$27.43
5.	Jacksonville St. Univ.		X				X			$31.25
6.	Livingston St. Univ.		X						Out of town	$27
7.	Troy State Univ.		X				X			$22.25
8.	Univ. of Ala. (Bir.)		X					X		$46.25
9.	Univ. of Ala. (Hunts.)		X				X		Out of town	
10.	Univ. of Ala. (Tusc.)		X				X			$36.50
12.	Univ. of South Ala.		X						Out of town	$19.50
13.	Athens College			X			X			$28.75
14.	Birmingham Southern		X				X			$19.00
15.	Daniel Payne Col.	X			X					
16.	Huntingdon Col.		X					X		$34.75
17.	Judson College			X			X			$29.14
20.	Oakwood College		X					X		
21.	Samford Univ.		X					X		$70.63
22.	Selma Univ.		X					X		$20
23.	Southeastern Bible		X		X					$2
24.	Spring Hill Col.		X						Out of town	$9.37
25.	St. Bernard Col.		X					X		$33.75
26.	Stillman Col.		X				X			
29.	Walker Col.		X				X			$15.62

ALABAMA SENIOR COLLEGE PUBLICATIONS

TABLE 48

SOURCES OF NEWSPAPER COPY

	School	Paper Staff News	Paper Staff Edit.	Advisor News	Advisor Edit.	Other Stud. News	Other Stud. Edit.	Other Fac. News	Other Fac. Edit.	Admin. News	Admin. Edit.
2.	Ala. State Univ.	X	X								
3.	Auburn	X	X			X					
4.	Florence State Univ.	X	X	X		X		X			
5.	Jacksonville St. Univ.	X	X			X					
6.	Livingston St. Univ.	X	X	X	X	X	X	X	X	X	X
7.	Troy State Univ.	X	X								
8.	Univ. of Ala. (Bir.)	X	X			X	X				
9.	Univ. of Ala. (Hunts.)	X	X			X	X				
10.	Univ. of Ala. (Tusc.)	X	X								
12.	Univ. of South Ala.	X	X				X				
13.	Athens College	X	X			X		X		X	
14.	Birmingham Southern	X	X								
15.	Daniel Payne Col.	X	X	X							
16.	Huntingdon Col.	X	X			X					
17.	Judson College	X	X						X	X	
20.	Oakwood College	X						X	X	X	X
21.	Samford Univ.	X	X			X					
22.	Selma Univ.			X		X		X		X	
23.	Southeastern Bible Col.	X	X			X	X			X	
24.	Spring Hill College	X	X			X	X	X	X		
25.	St. Bernard College	X	X				X		X		X
26.	Stillman College	X	X	X		X		X		X	
29.	Walker College	X	X								

ALABAMA SENIOR COLLEGE PUBLICATIONS

TABLE 49

NEWSPAPER FINANCE

School	Source of Newspaper Income by Percentage				Advertising Policy:		
	Instruction Budget	Activity Budget	Adv.	Other	Solicited	Accepted	Refused
2. Ala. State Univ.		100%					X
3. Auburn		X	X		X	X	X
4. Florence State Univ.		50%	58%		X		
5. Jacksonville St. Univ.	X						X
6. Livingston St. Univ.		100%				X	
7. Troy State Univ.		50%	50%		X		X
8. Univ. of Ala. (Bir.)		75%	25%		X	X	
9. Univ. of Ala. (Hunts.)		85%	15%		X		
10. Univ. of Ala. (Tusc.)		42%	56%		X		
12. Univ. of South Ala.		35%	65%		X		
13. Athens College		X			X		
14. Birmingham Southern		75%	25%		X	X	
15. Daniel Payne Col.	X	X			X		
16. Huntingdon Col.		75%	25%		X	X	
17. Judson College		95%	5%		X	X	
20. Oakwood College		100%			X		
21. Samford Univ.		80%	20%		X		
22. Selma Univ.	X					X	
23. Southeastern Bible Col.		75%		25%			X
24. Spring Hill College			5%		X	X	
25. St. Bernard College		100%					X
26. Stillman College		X	X		X		
29. Walker College		50%	50%		X		

ALABAMA SENIOR COLLEGE PUBLICATIONS

TABLE 50

NEWSPAPER JUDGING

	School	Entered Any Judging	Newspaper Advisor Interested in: Critique	Judging	Staff Workshop	Advisor Workshop
2.	Ala. State Univ.		X	X	X	X
3.	Auburn	ACP	X	X	X	X
4.	Florence State Univ.		X	X	X	X
5.	Jacksonville St. Univ.				X	X
6.	Livingston St. Univ.		X	X	X	
7.	Troy State Univ.	ACP	X	X	X	X
8.	Univ. of Ala. (Bir.)	NNS	X	X	X	
9.	Univ. of Ala. (Hunts.)	ACP, NNS	X	X		
10.	Univ. of Ala. (Tusc.)		X	X	X	
12.	Univ. of South Ala.		X	X	X	
13.	Athens College		X	X	X	X
14.	Birmingham Southern					
15.	Daniel Payne Col.	SGA, Sch. Press				
16.	Huntingdon Col.	ACP	X	X	X	X
17.	Judson College		X	X	X	X
20.	Oakwood College					
21.	Samford Univ.	ACP	X	X	X	X
22.	Selma Univ.				X	
23.	Southeastern Bible Col.					
24.	Spring Hill College	ACP	X	X	X	X
25.	St. Bernard College		X	X	X	X
26.	Stillman College		X			
29.	Walker College		X	X	X	X

ALABAMA SENIOR COLLEGE PUBLICATIONS

TABLE 51

NEWSPAPER ADVISOR ASSIGNMENT

	School	Name of Advisor	Title	Teaching Fields	Administrative Post
2.	Ala. State Univ.	Hollinger, Player	Instructor	English	Chairman A & S
3.	Auburn	Logue	Instructor	Journ.	None
4.	Florence State Univ.	Burleson	Dir. News Serv.	None	Dir. News Service
5.	Jacksonville State. Uni.	Smith	PR Assistant	None	PR Assistant
6.	Livingston St. Univ.	Strong	VP Stud. Affairs		VP Stud. Affairs
7.	Troy State Univ.	Buchannon	Dir. Uni. Rel.		Dir. Univ. Relations
8.	Univ. of Ala. (Bir.)	Kazmarer	Instructor	Eng. Lit.	
9.	Univ. of Ala. (Hunts.)	Bond	Instructor	Econ.	None
10.	Univ. of Ala. (Tusc.)	Publ. Board			
12.	Univ. of South Ala.	None at present			
13.	Athens College	Colane	Instructor	Social Sci.	
14.	Birmingham Southern	Gillespy	News Bur. Dir.	None	News Bureau Dir.
15.	Daniel Payne Col.	Robinson	Counselor	None	Counselor
16.	Huntingdon Col.	Frazer	NP Sponsor	English	
17.	Judson Col.	Rice	Publ. Dir.	Journ.	Publ. Director
20.	Oakwood Col.	Felder	Instructor	English	
21.	Samford Univ.	Brown	Chm. Publ. Bd.	Journ.	Dept. Head
22.	Selma Univ.	Lindsey	PR	Math	PR
23.	Southeastern Bible Col.	Langford	Instructor	History	Chm. Publ. Board
24.	Spring Hill College	Reeder	Instructor	Math	
25.	St. Bernard Col.	Camp	PR Dir.	None	PR Director
26.	Stillman College	Looser	PR Dir.	None	PR Director
29.	Walker College	Pace		English	

ALABAMA SENIOR COLLEGE PUBLICATIONS

TABLE 52

NEWSPAPER ADVISOR PREPARATION

	School	Advisor	Journalism Training		Years of Journalism Experience				
			Sem.Hrs.	Qt. Hrs.	H.S. Staff	Adv. H.S.	Col.Staff	Adv.Col. Staff	Media Experi.
2.	Ala. State Univ.	Hollinger, Player			Hollinger-3		Player-4		Player-6
3.	Auburn	Logue	20		2		2		10
4.	Florence State Univ.	Burleson							4
5.	Jacksonville St. Univ.	Smith					3		4
6.	Livingston St. Univ.	Strong	9				2		
7.	Troy State Univ.	Buchannon							21
8.	Univ. of Ala. (Bir.)	Kazmarer			1		3		4
9.	Univ. of Ala. (Hunts.)	Bond					2		
10.	Univ. of Ala. (Tusc.)	Publ. Board							
12.	Univ. of South Ala.	None at pres.							
13.	Athens College	Colane	18						6
14.	Birmingham Southern	Gillespy	Major				3		10
15.	Daniel Payne Col.	Robinson				20			
16.	Huntingdon Col.	Frazer			3		4		2-3
17.	Judson College	Rice			2		3		8
20.	Oakwood College	Felder	6					2	
21.	Samford Univ.	Brown	14				2	3	17
22.	Selma Univ.	Lindsey					15		30
23.	Southeastern Bible Col.	Langford			2				5
24.	Spring Hill College	Reeder							30
25.	St. Bernard Col.	Camp			1		4		3
26.	Stillman Col.	Looser	35				1		11
29.	Walker Col.	Pace							

ALABAMA SENIOR COLLEGE PUBLICATIONS

TABLE 53

NEWSPAPER ADVISOR LOAD

	School	Advisor	Advise N.P.	Publications: Y.B.	Other	Publ. P.R.	Club	Admin. Duty	Classes Taught Jour.	Other
2.	Ala. State Univ.	Hollinger, Player	X			X		Ch.,A&S	Some-times	2
3.	Auburn	Logue	X						2	1ab
4.	Florence State Univ.	Burleson	X			X				
5.	Jacksonville St. Univ.	Smith	X			X				
6.	Livingston St. Univ.	Strong	X			X				
7.	Troy State Univ.	Buchannon	X		X	X				
8.	Univ. of Ala. (Bir.)	Kazmarer	X							3
9.	Univ. of Ala. (Hunts.)	Bond	X							7
10.	Univ. of Ala. (Tusc.)	Publ. Board								
12.	Univ. of South Ala.	None at Pres.								
13.	Athens College	Colane	X			X			1	3
14.	Birmingham Southern	Gillespy	X	X	X			Alumni Dir.		
15.	Daniel Payne Col.	Robinson	X	X						
16.	Huntingdon Col.	Frazer	X					Probation Com.		3
17.	Judson Col.	Rice	X	X		X		Ch. Publ. Com.	1	
20.	Oakwood College	Felder	X							3
21.	Samford Univ.	Brown	X					Dept. Head	2	
22.	Selma Univ.	Lindsey	X			X				5
23.	Southeastern Bible Col.	Langford	X	X				Photo.	1	4
24.	Spring Hill College	Reeder	X					Senator	1	4
25.	St. Bernard Col.	Camp	X	X		X		Asst. Develop.		
26.	Stillman Col.	Looser	X	X		X				
29.	Walker Col.	Pace	X							5

ALABAMA SENIOR COLLEGE PUBLICATIONS

TABLE 54

YEARBOOK FORMAT

	School	Name of Yearbook	No. Pages	No. Print.	Circulation Stud.	Fac.	Exch.	Other	When Delivered: Spring	Summer	Fall
2.	Ala. State Univ.	The Hornet	376	2050	1900		120	30	X		
3.	Auburn	Glomerata	464	1100	X	X	X		X		
4.	Florence State Univ.	Diorama	276	2400	X	X	X		X		
5.	Jacksonville St. Univ.	Mimosa	336	5500	X	X	X		X		
6.	Livingston St. Univ.	Paragon	296	1700	1500	103	40	57	X		
7.	Troy State Univ.	Palladium	378	3100	2700	100		300	X		
8.	Univ. of Ala. (Bir.)	Annual Report	216	500	300	100	100			X	
10.	Univ. of Ala. (Tusc.)	Corolla	608	7200	X		X		X		
12.	Univ. of South Ala.	*									
13.	Athens College	The Columns	240	1000	850	75	12	63		X	
14.	Birmingham Southern	The Southern Accent	256	1080	1000	80			X		
15.	Daniel Payne Col.	The Dragonite									X
16.	Huntingdon Col.	Bells and Pomegranates	248	800	725	30	X	45	X		
17.	Judson Col.	The Conversationalist	176	630	450	50	5	125			X
19.	Mobile College	Rampage	120	350	X	X		X			X

* Since the University of South Alabama did not respond to any questions pertaining to yearbook publication, the school will be deleted, along with corresponding number, from Tables 55 through 61.

TABLE 54 continued

YEARBOOK FORMAT

	School	Name of Yearbook	No. Pages	No. Print.	Circulation				When Delivered:		
					Stud.	Fac.	Exch.	Other	Spring	Summer	Fall
20.	Oakwood College	Acorn	272	700	X	X	X			X	
21.	Samford Univ.	Entrenous	264	1000	X	X	X			X	
22.	Selma Univ.	The Selmanite	75	500	300	30		75	X		
23.	Southeastern Bible Col.	The Gateway	112	300	175	25		100			X
24.	Spring Hill Col.	Torch	190	720							X
25.	St. Bernard Col.	Bernardian	248	800	700	50		50			X
26.	Stillman Col.	The Still-manite	160	750	X	X	X	X	X		
29.	Walker Col.	Stars & Bars	128	800	X	X		X	X		

ALABAMA SENIOR COLLEGE PUBLICATION

TABLE 55

YEARBOOK STAFF

	School	No. on Staff	Staff Related to: Jn. Class	Other Class	No Class	Editor Chosen by	Staff Qualifications
2.	Ala. State Univ.	27			X	Staff	Interest & Experi.
3.	Auburn				X	Students	None
4.	Florence State Univ.	15			X	Staff	
5.	Jacksonville St. Univ.	3			X	Publ. Board	None
6.	Livingston St. Univ.	17			X	Faculty	Experience
7.	Troy State Univ.	30			X	Students	Experience
8.	Univ. of Ala. (Bir.)	4			X	Publ. Board	Interest
10.	Univ. of Ala. (Tusc.)	15			X	Publ. Board	None
13.	Athens College	8		X		Publ. Board	QPA 2.5, interest
14.	Birmingham Southern	12-20			X	Students	None
15.	Daniel Payne Col.						
16.	Huntingdon Col.	20-30			X	Publ. Board	Desire
17.	Judson Col.	10			X	Students	None
19.	Mobile College	7			X	Stud. Aff. Off.	"C" average
20.	Oakwood College	10			X	Students	Experience
21.	Samford Univ.	12			X	Publ. Board	Interest
22.	Selma Univ.	10			X		None
23.	Southeastern Bible Col.	10			X	Faculty	None
24.	Spring Hill Col.	10			X	Qualifications	Ability
25.	St. Bernard Col.	10			X	SGA	None
26.	Stilliman Col				X		None
29.	Walker Col.	10			X	Appointed	Interest

ALABAMA SENIOR COLLEGE PUBLICATIONS

TABLE 56

YEARBOOK PHOTOGRAPHY

	School	Individual Pictures Pro.	Stud.	Fac.	Group Pro.	Stud.	Fac.	Favorites Pro.	Stud.	Fac.	Sprots Pro.	Stud.	Fac.	Candids Pro.	Stud.	Fac.
2.	Ala. State Univ.	C			C	X		C	X		C	X		C	X	
3.	Auburn	C			C	X		C	X		C	X		C	X	
4.	Florence St. Univ.	S				X			X			X			X	
5.	Jacksonville St. Univ.		X	X		X	X		X	X		X	X		X	X
6.	Livingston St. Univ.	S			C	X		C			C	X			X	
7.	Troy St. Univ.	C			C	X		C	X			X			X	
8.	Univ. of Ala. (Bir.)	C			C				X			X			X	
10.	Univ. of Ala. (Tusc.)	C				X		C	X		C	X			X	
13.	Athens Col.	C	X	X	C	X	X	C			C	X			X	X
14.	Birmingham Southern	S			C			C			C			C		
15.	Daniel Payne Col.	S														
16.	Huntingdon Col.	C			C			C-S			C				X	
17.	Judson Col.	C				X			X			X			X	
19.	Mobile Col.	C				X						X			X	
20.	Oakwood Col.		X			X			X			X			X	
21.	Samford Univ.	C					X			X			X		X	
22.	Selma Univ.															
23.	Southeastern Bible Col.			X			X						X		X	X
24.	Spring Hill Col.					X						X			X	
25.	St. Bernard Col.	C				X	X		X	X		X	X		X	
26.	Stillman Col.	C			C			C			C	X	X		X	X
29.	Walker Col.	C	X			X	X		X			X	X		X	X

C - Pictures taken on Campus S - Pictures taken in Studio

ALABAMA SENIOR COLLEGE PUBLICATIONS

TABLE 57

YEARBOOK FINANCE

	School	Source of Income by %: Inst.Bud.	Stud.Bud.	Adv.	Yrbk. Sales	Other	Advertising: Solicited	Accepted	Refused	Yearbook Printer
2.	Ala. State Univ.		100%						X	Paragon
3.	Auburn Univ.						X	X		Beason
4.	Florence St. Univ.		75%	25%			X			Intercoll.
5.	Jacksonville St.		X						X	Taylor
6.	Livingston St.		X	X			X	X		Intercoll.
7.	Troy State			X		Spec. Allot-ment	X			Taylor
8.	Univ. of Ala. (Bir.)	40%	40%	10%	10%		X			American
10.	Univ. of Ala. (Tusc.)		25%	5%	50%	20%	X			Intercoll.
13.	Athens Col.		X	X			X			Taylor
14.	Bir. Southern		75%	25%			X	X		Intercoll.
15.	Daniel Payne Col.	X		X			X			
16.	Huntingdon Col.		60%	30%	10%		X			Paragon
17.	Judson Col.		95%	5%			X	X		Paragon
19.	Mobile Col.		25%	50%	25%		X	X		Paragon
20.	Oakwood Col.	100%					X			Intercoll.
21.	Samford Univ.		25%	75%						Taylor
22.	Selma Univ.									Taylor
23.	Southeastern Bible		55%	25%	20%		X			Paragon
24.	Spring Hill Col.			15%	85%		X			Taylor
25.	St. Bernard Col.		90%	10%			X			Paragon
26.	Stillman Col.		X	X	X		X			YB House
29.	Walker Col.		100%						X	Intercoll.

ALABAMA SENIOR COLLEGE PUBLICATIONS

TABLE 58

YEARBOOK JUDGING

	School	Entered Any Judging	Newspaper Critique	Advisor Judging	Interested in: Staff Workshop	Advisor Workshop
2.	Ala. State	ACP				
3.	Auburn	ACP			X	X
4.	Florence St.		X	X	X	
5.	Jacksonville St.		X		X	X
6.	Livingston St.		X	X	X	X
7.	Troy St.		X	X	X	X
8.	Univ. of Ala. (Bir.)		X	X	X	X
10.	Univ. of Ala. (Tusc.)	ACP	X	X		
13.	Athens Col.	Blom Sch. Press	X	X	X	X
14.	Birmingham Southern	Nat. Sch. Yrbk. Assn.				
15.	Daniel Payne Col.		X			
16.	Huntingdon Col.	ACP	X	X		
17.	Judson Col.		X	X	X	X
19.	Mobile Col.			X	X	X
20.	Oakwood Col.		X			
21.	Samford Univ.		X	X	X	X
22.	Selma Univ.					
23.	Southeastern Bible					
24.	Spring Hill Col.		X	X	X	X
25.	St. Bernard Col.		X	X	X	X
26.	Stillman Col.		X			
29.	Walker Col.					

ALABAMA SENIOR COLLEGE PUBLICATIONS

TABLE 59

YEARBOOK ADVISOR ASSIGNMENT

	School	Name of Advisor	Title	Teaching Fields	Administrative Post
2.	Ala. State	Rice	Instructor	Math	
3.	Auburn	Bentley	Asst. Dean of Stud. Affairs	None	Asst. Dean of Stud. Affairs
4.	Florence	Pelt		Photo.	Director of A/V Center
5.	Jacksonville	Hopper	PR Director	None	PR Director
6.	Livingston	Bridges	Instructor	Business	
7.	Troy State	Waites	Instructor	Jour.	
8.	Univ. of Ala. (Bir.)	Johnson	Instructor	Art	
10.	Univ. of Ala. (Tusc.)	Publ. Bd.*			
13.	Athens Col.	Pepper	Instructor	Eng.	
14.	Birmingham Southern	Gillespy	News Bureau Dir.	None	Alumni Director
15.	Daniel Payne Col.	Moss	Instructor	Eng.	
16.	Huntingdon	Chappeel	Instructor	Eng.	
17.	Judson	Rice	Publicity Dir.	Jour.	Publicity Director
19.	Mobile	Meriam	Instructor	Econ., Bus. Admin.	
20.	Oakwood	James	Instructor	Eng.	
21.	Samford	Bearden	Asst. Professor	Jour.	PR
22.	Selma	Lindsey	PR Director		
23.	Southeastern Bible	Langford	Instructor	His.	Ch., Publication Board
24.	Spring Hill	Tiffany	Instructor	His.	
25.	St. Bernard	Camp	PR Director	None	PR Director
26.	Stillman	Looser	PR Director	None	PR Director
29.	Walker	Moore	Instructor	Music	

* Since the University of Alabama (Tusc.) has no advisor, the school will be deleted, along with the corresponding number, from Tables 60 and 61.

ALABAMA SENIOR COLLEGE PUBLICATIONS

TABLE 60

ADVISOR PREPARATION

	School	Advisor	Journalism Training Sem. Hrs.	Qt. Hrs.	Years of Journalism Exp.: H.S.	Adv.H.S.	Col.	Adv.Col.	Media Exp.
2.	Ala. State	Rice			4		4		
3.	Auburn	Bentley							5
4.	Florence	Pelt	60						20
5.	Jacksonville	Hopper	BA						5
6.	Livingston	Bridges							
7.	Troy State	Waites	MA			5		11	4
8.	Univ. of Ala. (Bir.)	Johnson							
13.	Athens Col.	Pepper	12		2		2		15
14.	Birmingham Southern	Gillespy	Major						10
15.	Daniel Payne Col.	Moss							
16.	Huntingdon	Chappeel					2		
17.	Judson	Rice			2		3		8
19.	Mobile	Meriam							3
20.	Oakwood	James	6						
21.	Samford	Bearden	30		3		4	1	11
22.	Selma								
23.	Southeastern Bible	Langford			2				5
24.	Spring Hill	Tiffany			3		2		
25.	St. Bernard	Camp			1		4		3
26.	Stillman	Looser		35			1		11
29.	Walker								

ALABAMA SENIOR COLLEGE PUBLICATIONS

TABLE 61

YEARBOOK ADVISOR LOAD

	School	Advisor	Advise Publications: Y.B.	N.P.	Other	Publ. PR	Club	Admin. Duty	Classes Taught Jour.	Other
2.	Ala. State	Rice	X							4 sem.
3.	Auburn	Bentley	X					Asst. Dean of Students		
4.	Florence	Pelt	X							Photo
5.	Jacksonville	Hopper	X			X				
6.	Livingston	Bridges	X							Bus.
7.	Troy State	Waites	X						2 qt.	2 qt.
8.	Univ. of Ala. (Bir.)	Johnson	X							4 qt.
13.	Athens Col.	Pepper	X							4 sem.
14.	Birmingham Southern	Gillespy	X	X	X	X		Dir. of Pub.		
15.	Daniel Payne Col.	Moss	X							
16.	Huntingdon	Chappeel	X							4 sem.
17.	Judson	Rice	X	X		X	X	Ch. Publ.	1 sem.	
19.	Mobile	Meriam	X							3 sem.
20.	Oakwood	James	X							3 qt.
21.	Samford	Bearden	X			X			2 sem.	
22.	Selma									
23.	Southeastern Bible	Langford	X	X					1 sem.	4 sem.
24.	Spring Hill	Tiffany	X					Pre-law Adv.		12 qt.
25.	St. Bernard	Camp	X	X	X	X		Asst. Dev. Dir.		
26.	Stillman	Looser	X	X		X				
29.	Walker									

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

The preceding chapters have been concerned with an analytical study of journalism instruction in Alabama junior colleges; of journalism instruction in Alabama senior colleges and universities as a transfer consideration; of journalism instruction in state junior colleges in neighboring states as a basis for comparison; of student publications, their staffs and advisors, on all Alabama campuses as a means of defining related areas of activity and interest; and of regional and national norms for junior college journalism education as a pattern for definition of goals in Alabama.

Since it is the defined intent of this study to be concerned primarily with junior college journalism, conclusions and recommendations will only be set forth with regard to the two-year schools. Data on senior institutions, while presented only for their relevance to two-year programs, suggest possible conclusions within their own sphere, and if such are obvious they may speak for themselves. However, conclusions and recommendations are hereinafter set forth only with respect to journalism programs in Alabama junior colleges. Reference to State Vocational Schools and Alabama Senior Colleges and Universities will be made only as such may relate to the two-year schools.

Conclusions

It is only obvious to conclude that junior college journalism education in Alabama is now virtually non-existent. Of the 21 public and private junior colleges in Alabama, only 5 identify journalism as a course of instruction. In every case, catalogue definition and/or questionnaire response relates classwork to student publication production. In only one case is more than a single course identified in the catalogue, other than inclusion of a repeatable publications activity course for one non-transferable quarter-hour credit. In only one of the five junior colleges is the journalism instructor educated primarily in journalism, and this one is newly hired.

It therefore seems reasonable to conclude that nowhere in Alabama's junior colleges has journalism been taught as an academic subject, i.e. on a comparable basis with other academic disciplines and for the primary purpose of instruction rather than production.

Recommendations

On the basis of the statistical and descriptive data herein compiled; with respect to guidelines and examples provided by national journalism organizations and within other states; and upon the personal knowledge and experiences of the author; the following recommendations are offered:

(1) With respect to state-wide definition:

a. Recognizing the privilege of each junior college to determine its own curriculum, it should nevertheless be defined, perhaps in the form of statewide guidelines, what minimum standards should be expected of journalism instruction intended to be for transfer credit.

b. Junior college administrators should seek in one of their meetings, or in a meeting called for the purpose, to agree upon basic characteristics of a program of journalism instruction.

c. Senior institutions in Alabama which offer a degree with a major in journalism should agree upon recommendations for subject matter appropriate to the two-year program, based upon that which they can accept in transfer toward a degree in journalism.

d. Junior college administrators, collectively or individually, should consult with representatives of senior institutions offering degree programs in journalism, to discuss continuity of coursework for journalism majors. Emphasis should be not on a segmented program, but on a continuous program involving more than one campus.

e. Junior college administrators and senior institution journalism representatives should jointly seek to profit by the examples of other state systems and the guidelines of national organizations concerned with journalism education. Studies and recommendations are available from the Association for Education in Journalism, the Junior College Journalism Association, the American Council on Education for Journalism, the American Society of Journalism School Administrators, and many state and regional organizations.

(2) With respect to journalism curriculum initiation:

a. Before any junior college offers instruction in journalism, it should first be determined at top administrative levels that such will be offered as a respectable and defensible academic course; that it will be funded as an instructional item; and that it will be treated equally with all other academic courses of instruction in all respects.

b. As a rule, it should be assumed that journalism instruction is likely to attract sufficient enrollment to justify its existence only in junior colleges with total academic enrollment in excess of 1000 and with a pattern of enrollment growth.

(3) With respect to junior college journalism curriculum:

a. Journalism curriculum at the junior college should be initially limited to not more than two courses; and as locally demonstrated demand grows, the curriculum could be increased, but in no case to more than four courses. Unless class enrollment should prove untypically large, not more than one course of a two-course curriculum, nor more than two courses of a four-course curriculum, should be offered simultaneously.

b. Course content in a junior college journalism program should be limited to approximately the following: a course in introductory survey of journalism; a course in reporting and news-writing; a second course in reporting and including some basic editing; and a course as locally demanded in such related work as photojournalism or advertising. (See Appendix A)

c. Course instruction should be comparable to similar courses in degree-granting departments of journalism. Class time and class work should involve academic instruction. This is not to say that outside writing assignments cannot be both for class grade and newspaper publication, but the emphasis should be on instruction, with writing for publication as a by-product, or laboratory type adjunct.

d. Textbooks appropriate to the courses should be adopted and used as guides, and related library sources should be developed on a continuing basis. Library holdings should include not only a variety of basic journalism books, but a collection of newspapers including at least one nationally prominent paper (as the New York Times, Washington Post, or Los Angeles Times).

4. With respect to journalism faculty qualification and assignment:

a. The faculty member who teaches journalism should be highly qualified academically, and ideally should also have some media experience. As a minimum, he should have the equivalent of a college major in journalism, or meet the Southern Association standard for a primary teaching field, as is the case in other academic disciplines. To compromise at this point is to raise serious question as to transferability of journalism credits from the school. (See Appendix A)

b. The faculty member who teaches journalism will likely also be assigned additional duties in publications sponsorship, publicity-public relations, photography, etc. These duties should be realistically equated as part of the person's total assignment, lest a personal overload tend to dilute quality performance in all areas of assignment. (See Appendix B)

5. With respect to "terminal" courses in journalism:

a. It should be recognized that in schools where a separate "terminal" program in journalism has been identified, it has tended to include a curriculum almost identical to that for a transfer program. A junior college should not dilute its instructional effort nor handicap a potential "late-bloomer" by defining separate curricula.

b. Technical courses related to journalism, such as printing, should be left to the technical schools. Care should be taken to identify journalism as an academic curriculum subject to transfer, and distinct from technical or skills courses which may be frankly terminal in nature.

6. With respect to steps toward journalistic growth and development:

a. Junior college administrators should encourage and make it possible for their journalism teachers and/or publications advisors to

belong to professional organizations and to attend a national convention at least annually. (Association for Education in Journalism meets in August; Associated Collegiate Press meets in November).

b. Junior college journalism teachers and/or publications advisors should be encouraged to visit a junior college campus where there is a strong journalism program, and/or to visit a senior institution which offers a degree program in journalism, at least annually.

c. Junior college administrators should make it possible for their journalism teachers and/or publications advisors to continue their graduate education in the field by attendance at summer school, short courses, workshops, etc., at every reasonable opportunity.

d. Junior college publications advisors and staffs should be encouraged to submit their publications for critique and/or competitive judging annually, and to attend advisor and staff workshops whenever possible.

APPENDIX A

JUNIOR COLLEGE JOURNALISM ASSOCIATION

RESOLVED:

1. That further development of junior college journalism curricula for students who plan to transfer to senior colleges and universities that offer freshman and/or sophomore level journalism courses be stimulated and advanced by:

   a. coordination of journalism courses with those offered in the first two years of four-year colleges or universities in the region in order that, as a minimum, transfer credit in those particular courses may be facilitated, and

   b. coordination of liberal arts course requirements to correspond generally with the liberal arts courses required of journalism majors (or pre-majors) in the regional four-year colleges or universities in order that transferring students may not fall behind in their degree programs, and

   c. the development of from 6 to 12 semester hours, or the equivalent in quarter hours, of junior college journalism courses, taught by faculty persons with a minimum of 18 semester hours in journalism, or their equivalent,* and coordinated where possible with senior college courses, and strengthened through standardized (though not necessarily uniform) course outlines and materials, teaching aids, and utilization of professional resources.

*This minimum faculty preparation requirement was subsequently increased.

Adopted in National Convention, August, 1967.

APPENDIX B

JUNIOR COLLEGE JOURNALISM ASSOCIATION

RESOLUTION ON WORK-LOADS OF JUNIOR COLLEGE JOURNALISM TEACHERS

With the increasing recognition that effective communication is essential to every aspect of modern society, the quality of junior college journalism instruction assumes added significance.

Traditionally, the teacher responsible for journalism instruction in most junior colleges also is assigned as adviser to student publications, and therefore serves to implement theory and principle in laboratory extensions of the classroom.

A wide variance exists among junior colleges in the work-loads of teacher-advisers. Therefore, we believe it desirable to clarify the dual role of these key individuals and to establish guidelines as to the equitable evaluation of their responsibilities. The quality of journalism instruction and of student publications depends on establishment and acceptance of these guidelines.

We therefore strongly propose that:

1. The combined duties of teacher-advisers shall not exceed the prevailing average teaching load among teachers in other disciplines. For journalism teachers, a 12-hour* load or less is realistic.

2. Advisership to any regularly-issued student publication shall be equated as teaching at least one three-credit-hour course.

3. Assigned additional work responsibilities should be equated appropriately in terms of proportional relief in teaching load.

*The resolution refers to semester hours.

Adopted in National Convention, August, 1968.